



## Investor Relations



### Our Company

[60th Anniversary](#)  
[History of Jo-Ann Stores](#)  
[Investor Relations](#)  
[Corporate Giving](#)

### Investor Information

[Corporate Profile](#)  
[Corporate Governance](#)  
[Info Request](#)  
[FAQ](#)  
[Home Page](#)

### Investor News & Events

[Press Releases](#)  
[Calendar of Events](#)  
[Audio Archives](#)  
[E-Mail Alert](#)

### Stock Information

[Stock Quote](#)  
[Stock Chart](#)

### Financial Reporting

[SEC Filings](#)  
[Non-GAAP](#)  
[Reconciliation](#)  
[Annual Reports & Proxy Statements](#)

### Analyst Coverage

[Earnings Estimates](#)  
[Analysts](#)

### Jo-Ann Stores

### What's New in Stores

### Sales Flyer

### Jo-Ann Creative University

### Event Calendar

### Guest Services

### Career Opportunities

### Store Locator

Jo-Ann Stores, Inc. (ticker: JAS, exchange: New York Stock Exchange)  
Release - 9/13/2004

## Jo-Ann Stores Announces Securities Trading Plan Rule 10b5-1

HUDSON, Ohio--(BUSINESS WIRE)--Sept. 13, 2004--Jo-Ann Stores, Inc. announced that its Chairman, President and Chief Executive Officer, Paul Rosskamm, has adopted a plan under Rule 10b5-1 of the Securities and Exchange Commission to provide for pre-determined sales of a portfolio of shares and shares held in family partnerships and a family trust over eight months. Sales under the plan are further subject to certain price restrictions established under the plan.

The plan will allow Mr. Rosskamm to sell up to 197,250 shares of common stock over the term of the plan. The maximum number of shares that will be sold during the term of the plan represents approximately 9.0% of Mr. Rosskamm's beneficial holdings of Jo-Ann Stores stock and approximately 0.9% of the issued and outstanding common stock of the Company. All of the shares to be sold under the plan are held by the family partnership trust and are being sold at the request of other members of Mr. Rosskamm's family.

Rule 10b5-1 permits the implementation of a written plan for selling common stock at times when insiders are not in possession of material, non-public information and allows insiders adopting such plans to sell shares on a regular basis, regardless of any subsequent material, non-public information they receive or the price of the stock at the time of the sale. Mr. Rosskamm adopted the plan in order for the family partnerships and family trust to meet tax and other obligations and to diversify his assets for personal financial and estate planning purposes, with the overall goal of minimizing any market impact by spreading such sales over an extended period of time rather than during the Company's traditional "window periods."

The Company's Insider Trading Policy permits officers, directors and employees to adopt pre-arranged trading plans in compliance with Rule 10b5-1.

Jo-Ann Stores, Inc. (<http://www.joann.com>), the leading national fabric and craft retailer with locations in 47 states, operates 759 Jo-Ann Fabrics and Crafts traditional stores and 101 Jo-Ann superstores.

CONTACT: Jo-Ann Stores, Inc.  
 Brian Carney, 330-656-2600  
<http://www.joann.com>  
 or  
 Investor Relations:  
 Don Tomoff, 330-463-6815