



For Immediate Release

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aden + anais Co-Founder and CEO Raegan Moya-Jones Named An EY Entrepreneur Of The Year™ 2014 in New York
Moya-Jones Recognized for Entrepreneurial Excellence in the Consumer Products Category

New York, NY (June 18, 2014) – Global baby care brand aden + anais today announced that Co-Founder and CEO Raegan Moya-Jones received the EY Entrepreneur Of The Year™ 2014 Award in the Consumer Products category for the New York region. The award recognizes outstanding entrepreneurs who demonstrate excellence and extraordinary success in such areas as innovation, financial performance, and personal commitment to their businesses and communities. An independent panel of judges selected Moya-Jones and the award was presented at a special gala event at the Marriott Marquis on Thursday, June 17th.

“It is an honor to be included among this group of gifted entrepreneurs and recognized by EY for our accomplishments,” said Moya-Jones. “aden + anais is committed to elevating the standard of products for baby care and the family lifestyle, and we will continue to create products that make the journey through parenthood easier, safer, and more stylish.”

As a New York award winner, Moya-Jones is now eligible for consideration for the Entrepreneur Of The Year 2014 national program. Award winners in several national categories, as well as the Entrepreneur Of The Year National Overall Award winner, will be announced at the annual awards gala in Palm Springs, California, on November 15, 2014. The awards are the culminating event of the EY Strategic Growth Forum®, the nation’s most prestigious gathering of high-growth, market-leading companies.

Now in its 28th year, the program has honored the inspirational leadership of such entrepreneurs as Howard Schultz of Starbucks Coffee Company, Pierre Omidyar of eBay, Inc., and Mindy Grossman of HSN. Recent US national winners include Reid Hoffman and Jeff Weiner of LinkedIn; Hamdi Ulukaya, founder of Chobani; and 2013 winner Hamid Moghadam, CEO and Chairman of Prologis.

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About aden + anais

Since 2006, aden + anais has brought the Australian legacy of cotton muslin to the forefront of modern baby care, offering signature products that combine comfort and safety with style and affordable prices. The award-winning collection includes a full range of multi-purpose swaddles, burpy bibs®, dream blankets™ security blankets, sleeping bags, nursery bedding, bath & body products, and an electronic feeding and sleep system—the serenity star™. The brand is sold in more than 65 countries worldwide. Co-founder and CEO Raegan Moya-Jones is recognized for bringing global awareness to the many benefits of swaddling and cotton muslin. She is the author of *swaddle love*, a book on the art of swaddling, and established the aden + anais swaddle love foundation, which aims to eliminate touch deprivation in orphaned babies across the world. For more information on aden + anais, please visit www.adenandanais.com.

About EY Entrepreneur Of The Year™

EY Entrepreneur Of The Year is the world's most prestigious business award for entrepreneurs. The unique award makes a difference through the way it encourages entrepreneurial activity among those with potential and recognizes the contribution of people who inspire others with their vision, leadership and achievement. As the first and only truly global award of its kind, Entrepreneur Of The Year celebrates those who are building and leading successful, growing and dynamic businesses, recognizing them through regional, national and global awards programs in more than 145 cities in more than 60 countries.

About EY's Strategic Growth Markets practice

EY's Strategic Growth Markets (SGM) practices guide leading high-growth companies. Our multidisciplinary teams of elite professionals provide perspective and advice to help our clients accelerate market leadership. SGM delivers assurance, tax, transactions and advisory services to thousands of companies spanning all industries. EY is the undisputed leader in taking companies public, advising key government agencies on the issues impacting high-growth companies and convening the experts who shape the business climate. For more information, please visit us at ey.com/us/strategicgrowthmarkets, or follow news on Twitter [@EY_Growth](https://twitter.com/EY_Growth).

About EY

EY is a global leader in assurance, tax, transaction and advisory services. The insights and quality services we deliver help build trust and confidence in the capital markets and in economies the world over. We develop outstanding leaders who team to deliver on our promises to all of our stakeholders. In so doing, we play a critical role in building a better working world for our people, for our clients and for our communities.

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