



The Happy Egg Co. Appoints New President amid Continued Growth

Company poised to continue growth as free-range egg market is fastest growing segment in U.S.

SAN FRANCISCO, July 11, 2017 - The Happy Egg Co., the free-range egg brand delivering the highest standards of hen welfare, today named Dan Arnsperger as the company's new President. Arnsperger has been working as a consultant for the Happy Egg Co., and will continue to guide the vision of the company as President.

The free-range egg market—supporting the ability for hens to be able to roam freely outdoors—and the Happy Egg Co. continue to see growth in the United States. Free range and pasture raised eggs remain the fastest growing segment, with over 30 percent volume growth. Meanwhile, the Happy Egg Co. volume is up 50 nearly percent, largely as a result of new retailer's partnerships (Source Nielsen—2017).

Arnsperger, founder and CEO of Arena Group, brings nearly 20 years of experience in go-to-market strategy from corporations such as Procter & Gamble and Hallmark. He has delivered growth for companies across dozens of consumer product categories through his visionary leadership and strategic thinking.

"I have been passionate about the Happy Egg Co. since I began working with the brand a number of years ago," Arnsperger said. "The Happy Egg Co. and free-range egg market have experienced monumental growth in recent years and I am thrilled to take on this new role to participate in our future achievements."

Today, the Happy Egg Co. has more than 600,000 free range laying hens, has grown to more than \$30 million in brand value and is sold in nearly 10,000 grocery stores nationwide – making humanely raised eggs available to all consumers at affordable prices.

For more information about the Happy Egg Co. and their team, please visit www.thehappyeggco.com.

About the Happy Egg Co.

The Happy Egg Co. operates under the highest standards of hen welfare and egg processing as the only free-range egg brand certified by the American Humane Association. The Happy Egg Co. hens enjoy the freedom of the outdoors, spending each of their days under the sun, frolicking through acres of open space, socializing and flapping their wings - with access to more than eight acres of open pasture and nutritional feed and care from expert family farmers. The Happy Egg Co. is the proud recipient of Compassion in World Farming's 2016 Good Egg Award and was recognized for its commitment to providing higher welfare free range eggs to the U.S. Market becoming the first U.S. egg brand to achieve this award.

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