

**ANSER**

INNOVATION

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**Anser Innovation – Makers of PetChatz® – Names Pet/CPG  
Sales and Marketing Veteran Craig Espelien Chief Experience Officer**

**MINNEAPOLIS – May 4, 2015** – [Anser Innovation](#), developers of the [PetChatz®](#) Greet and Treat® videophone for pet owners and their pets, has named pet product and overall CPG sales and marketing veteran Craig Espelien its Chief Experience Officer (CXO).

In this newly-created role, Espelien will be responsible for crafting and managing the entire experience for all current and future customers of the innovative and award-winning [PetChatz](#) family of products. PetChatz, launched by Anser in 2014, is the only patented technology that gives pet parents a full multi-sensory interaction with their pets while away through their smartphones, tablets or computers.

The PetChatz HD unit is a small, sleek and durable system that mounts to any wall or kennel and lets owners and their pets see each other, hear each other and speak to each other via two-way video chat. By clicking an icon, parents can also dispense a treat and provide a soothing scent. The recently-introduced PawCall® accessory (named among the “Best of CES” earlier this year by the Wall Street Journal) lets pets call their owners to begin a chat.

According to the American Pet Products Association, the U.S. pet industry this year is expected to exceed \$62 billion in overall sales. As CXO, Espelien will focus on engaging key consumer segments within this massive marketplace, while also deepening relationships with PetChatz owners. Key areas of emphasis will include:

- Developing and executing U.S. and international direct-to-consumer sales strategies
- Creating and implementing customer loyalty and advocacy programs
- Serving as the brand voice to the consumer in all digital channels
- Managing customer service/inside sales, quality assurance and response

Espelien brings more than 30 years’ of global sales and marketing experience in some of the world’s foremost pet and consumer brands. He has created and/or managed strategic marketing and consumer relations platforms at companies including PETCO, Land O’Lakes (including its Purina brand), Supervalu, CROSSMARK and Resource One. He has led corporate initiatives for top manufacturers such as Kraft, Campbell’s and General Mills while also developing retail programs with giants such as Target, Walgreens, Dollar General and Safeway.

“Since our launch, we have found PetChatz to be a deeply emotional product for our customers, significantly changing and strengthening the relationship between pet and parent,” said Lisa Lavin, founder and CEO of Anser Innovation and PetChatz. “We want to nurture our unique customer experience while also ensuring every pet owner who misses their pet while away knows we are here as a solution. Craig brings unmatched experience to this role – from his vast background in the pet industry

to his deep understanding of what motivates consumer behavior. We are excited to welcome him to our team during this exciting time of growth and development for PetChatz and Anser Innovation.”

Espelien holds a Bachelor of Science degree in Economics and an MBA in Marketing & Finance from the University of Minnesota.

### **About Anser Innovation**

Anser Innovation LLC is a technology company developing web based software and hardware products that enhance remote interactivity. The Company focuses on markets where remote interactivity is difficult or impossible. Anser’s first product, PetChatz®, is designed for the retail pet market. Future markets include eldercare and dependent child markets. Anser has integrated a recurring revenue business model and strategic partnerships for commercial success. More information about Anser is available at <http://www.anserinnovation.com>.