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FOR IMMEDIATE RELEASE

Conscious Capitalism, Inc. Announces James White, Chairman, President and CEO, Jamba Juice, Miki Agrawal, Co-Founder and CEO, THINX and Brian Mohr, Co-Founder and Managing Partner, Y Scouts as New Board Members.

PORTLAND, OR. January 21, 2016. The Board of Directors of Conscious Capitalism, Inc. announces the appointment of three new officers to the Board. The new appointments are James D. White, Chairman, President and CEO, Jamba Juice, Miki Agrawal, Co-Founder and CEO, THINX and Brian Mohr, Co-Founder and Managing Partner, Y Scouts.

“We are thrilled to have James, Miki and Brian join us on the Board as Conscious Capitalism, Inc. continues to build its capacity in response to the growing demand of the marketplace,” noted Doug Rauch, CEO of Conscious Capitalism, Inc. “An increasing number of companies are recognizing the fiscal and social benefits of operating more consciously, and Conscious Capitalism, Inc. is ready to support this burgeoning revolution. James, Miki and Brian’s deep experience in successful entrepreneurship and conscious leadership, as well as their individual commitments to community building, make them a perfect match for our already strong leadership team.”

White is a visionary leader with extensive experience in brand building, innovation and driving transformative growth. His background includes his having served in senior level positions with global brands including Coca-Cola, Ralston Purina, Gillette and Safeway Stores. After joining Jamba in December 2008, White led a transformation and turnaround that positions Jamba Juice as a top healthy living brand. The company, which owns and franchises nearly 900 Jamba Juice restaurants, has accelerated growth plans both domestically and internationally. White also serves as a board member of the NASDAQ Entrepreneurial Center.

Agrawal’s passion for breaking free of the mold has made her a serial social entrepreneur. She was a recipient of the 2013 Tribeca Film Festival’s “Disruptive Innovation Award” and named 2013’s Forbes’ “Top 20 Millennials On a Mission,” 2015 Ad Age’s “Creativity 50” and “2015 Social Entrepreneur of the Year” at the World Technology Awards. Her entrepreneurial and lifestyle design book, “*Do Cool Sh*t*”, hit #1 on Amazon Bestsellers list. Agrawal’s newest entrepreneurial undertaking is THINX, a high-tech underwear solution for women named one of TIME magazine’s “25 Best New Inventions of 2015”. THINX has partnered with AFRIPads in Uganda to fund a pack of washable cloth pads for every pair of THINX underwear sold with the goal of getting millions of girls back in school. To date, the project has helped over 200,000 girls in Uganda and two clubs have launched in India.

Mohr has been in the human capital space for more than 16 years. He is the co-founder of Y Scouts, a purpose-driven leadership search firm focused on transforming how people and companies connect to work that matters. Mohr recognizes that “the power of values, the power of culture, and the power of unwavering purpose – when done right, is the ultimate competitive advantage,” a strategy on point with the principles of Conscious Capitalism.



White, Agrawal and Mohr join a 14-member board that oversees Conscious Capitalism, Inc.'s strategic development, governance policies and outreach initiatives.

Keywords: Conscious Capitalism, James White, Miki Agrawal, Brian Mohr, Doug Rauch, Jamba Juice, THINX, Y Scouts

For more information about Conscious Capitalism, Inc visit the [Conscious Capitalism website](#).

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About Conscious Capitalism. Conscious Capitalism is a movement dedicated to elevating humanity through business.

Conscious Capitalism, Inc. is a non-profit organization dedicated to cultivating the theory and practice of Conscious Capitalism. Built on the foundations of Capitalism – voluntary exchange, entrepreneurship, competition, freedom to trade and the rule of law – Conscious Capitalism pursues its mission by applying the additional guiding tenets of Leadership, Culture, Purpose and Stakeholder Orientation to business practices.

We promote the ideals of our organization through events, presentations, publications and social media. We also support an emerging network of Conscious Capitalism Chapters, which serve as communities of inquiry for business leaders, entrepreneurs, coaches and consultants and others.