



PRESS RELEASE

Silk Purse Awarded Women's Business Enterprise Certification

Wayne, NJ—February 2, 2009— Silk Purse, LLC, has been certified by Women's Business Enterprise National Council (WBENC) as a woman-owned and operated business.

The WBENC certification for women-owned businesses is one of the most widely recognized and respected certifications in the nation. Applicants must complete a rigorous and stringent certification process.

WBENC works to foster diversity in the world of commerce with programs and policies designed to expand opportunities and eliminate barriers in the marketplace for women business owners. It is a valuable resource for the more than 700 U.S. companies and government agencies that rely on the WBENC certification as an integral part of their supplier diversity programs. *Silk Purse Women* executive vice president of sales Lorraine LaShell says, "This key certification opens new doors for our company. Many potential advertisers actively seek out woman-owned businesses and publications where they can promote their products and services."

Silk Purse produces a quarterly publication, *Silk Purse Women*, and companion Web site for women over 40 (www.silkpursewomen.com), read by more than 65,000 New Jersey women. The company was founded in 1999 by Lorraine LaShell of Wayne, NJ, and Christine Spear of Garwood, NJ. Says Spear, president of the company, "*Silk Purse Women* provides answers and raises awareness of issues unique to our generation, so that we will be stronger from knowledge gained and so that the generation of women who follow in our path will find it less rocky."

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