

PRESS RELEASE

Silk Purse Women Magazine Partners with Kings Super Markets

Wayne, NJ—March 25, 2009—*Silk Purse Women* magazine is now available free at New Jersey's premier super market chain, Kings Super Markets.

Silk Purse President Christine Spear, says, "Our magazine is read by discriminating women who appreciate high quality and good value. Kings is a destination for many of our readers, and now they can pick up a copy of our latest issue on their way out the door."

Kings Manager of Community Relations and Consumer Affairs, Cheryl Good, remarks, "Our 25 New Jersey stores are proud to offer the finest quality grocery products, from 'Top of the Catch' seafood to gourmet specialty foods and everything in between. In addition, we strive to be a good neighbor in the community. Having *Silk Purse Women* magazine available for our customers is another way to accomplish that."

Silk Purse Women is a quarterly publication 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.

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PHOTO CAPTION:

(l to r) Cheryl Good, Kings manager of community relations and consumer affairs; Lorraine LaShell, *Silk Purse* executive vice president of sales; Christine Spear, *Silk Purse* president; Alice Leavy, *Silk Purse* senior account manager; and Barbara Miller, store manager of Kings in Verona, announce their partnership to distribute *Silk Purse Women* magazine.

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