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For Immediate Release

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CHOCOLATE CAKE CLUB VOTED ONE OF TOP 200 LEADING MOMS IN BUSINESS IN STARTUP NATION COMPETITION


Palatine, IL – May 11, 2009 – The Chocolate Cake Club announced today that it has been recognized as one of the top 200 mom-owned businesses in StartupNation’s 2009 Leading Moms in Business Competition (<http://www.startupnation.com/leading-moms-2009>). The competition, sponsored by VerticalResponse, recognizes the achievements of mothers across the country who run outstanding businesses.

The Chocolate Cake Club (www.ChocolateCakeClub.com) is an online boutique that aims to make life easier and more enjoyable for busy parents, so they can have more “Chocolate Cake Moments” - when they are smiling, relaxed, and loving parenthood. The Chocolate Cake Club is a trusted source for products that help busy Moms ease stress by organizing their busy lifestyle, encouraging kids to be more self-sufficient, maintaining strong family bonds even across distances, and finding must-have gifts and parenting products.

“Moms across America were honored in this year’s ranking, showing that they’re capable of starting and running successful businesses while managing to balance family, career, home, and self,” said Rich Sloan, co-founder of Startup Nation. “Well over 600,000 votes were cast in support of several thousand contestants. What an incredible achievement to be named a winner, and what an inspiration for anyone looking to start their own business.”

“It’s challenging for anyone to start and run a successful business – particularly in this economy. These women are setting the standard for innovation and creativity,” said Janine Popick, founder and CEO of VerticalResponse.

Startup Nation (www.startupnation.com) launched the first annual Leading Moms in Business Competition in January with the support of VerticalResponse (www.verticalresponse.com) to recognize the achievements of



mom entrepreneurs across the U.S. Winners were selected and ranked according to public votes accumulated from January through March, 2009. The elite 200 win bragging rights, promotional support, and digital winner's emblems recognizing their achievements as the Leading Moms in Business.

About The Chocolate Cake Club

The Chocolate Cake Club is an e-boutique that lets busy Moms put their feet up and smile with products that help them get organized, encourage their kids to be more self-sufficient, and distinguish them as a Mom-who's-got-it-together with must-have gifts and parenting tools. Sue Kirchner founded The Chocolate Cake Club as a way to help busy families ease stress, have fun together, and enjoy life more. She is also the founder of the Chocolate Cake Moments Blog (www.ChocolateCakeMoments.com), which shares tips and ideas and provides a community that encourages Moms to "Indulge in Mommyhood" by having more fun with their families.

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