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Silver Moon Desserts CEO Sheri Tate Named 'Woman Entrepreneur of the Year' by Women's Initiative Organization, Bay Area Non-Profit for Economic Revitalization

SAN JOSE, CA – October 11, 2010 – Sheri Tate, President and CEO of Silver Moon Desserts, has been named a "2010 Woman Entrepreneur of the Year" by the San Francisco Bay Area non-profit Women's Initiative for Self-Employment. Silver Moon Desserts creates award-winning ice cream and sorbets for consumers, high-end restaurants, country clubs, hotels and retail chains including Whole Foods throughout Northern California, and has shown dramatic growth over the past two years.

"I'm honored to have been selected for this award," Tate said. "During these difficult economic times, my success has not only been from the result of my hard work and perseverance, but also from the support of talented colleagues, family and friends. I share this recognition with them."

The Women's Initiative for Self-Employment recognizes women business owners in the Bay Area who:

- Have been successful despite the barriers that exist for women business owners
- Exemplify how business ownership and leadership is beneficial for women
- Have a positive impact on the local community or the community at large
- Advance their business through innovation.

In recognizing these businesses, Women's Initiative celebrates the power of small businesses in transforming communities through job creation and economic revitalization. The Woman Entrepreneur of the Year Award recognizes these women entrepreneurs and their businesses for their leadership and positive contributions to their communities. Tate will be recognized at the Woman Entrepreneur of the Year Awards Ceremony on Oct. 14, 2010 at the San Jose Fairmont Hotel. A total of 587 women were nominated for the award throughout the Bay Area and 50 women were honored with the award. For more information about the awards and a complete list of winners, go to www.womensinitiative.org.

ABOUT WOMEN'S INITIATIVE - For more than 22 years, Women's Initiative for Self Employment has been providing low-income, high-potential women with the business training, funding and ongoing support to start their own business and becoming financially independent. The women who go through the Women's Initiative for Self Employment training significantly increase their income and assets while launching businesses, creating jobs and stimulating the local economy.

ABOUT SILVER MOON DESSERTS Silver Moon Desserts™ liqueur-infused ice creams and sorbets are unlike any other product in the super premium ice cream category. Silver Moon combines desserts with liqueur-- two popular after-dinner favorites -- to create a "heaven on earth" experience with its luxurious flavors. Silver Moon Desserts has ten retail flavors, including five ice creams and five sorbets, and they use all-natural ingredients, Real California Milk, and premium liqueurs in their award-winning creations. The San Jose-based company sells its sophisticated ice cream and sorbets to high-end restaurants, country clubs, hotels and retail chains including Whole Foods throughout Northern California. Its 2009 retail launch immediately earned Silver Moon top industry accolades for quality and innovation by receipt of the 2009 sofi™ (Specialty Outstanding Food Innovation) Silver Award for Outstanding Product Line from the National Association for the Specialty Food Trade. Silver Moon is available for purchase and delivery anywhere in the United States through its online store. Learn more at silvermoondesserts.com.