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**Local Business Woman Named Micro to Millions Award Recipient for the  
Make Mine a Million \$ Business Competition™ in San Francisco, CA**

*~ Micro to Millions prize winners get business coaching and  
other prizes to help catapult their business revenues to a million dollars~*

Business growth program, the Make Mine A Million \$ Business Competition selected Silver Moon Desserts as one of the 10 Micro to Millions Award recipients to obtain an awards package at the upcoming San Francisco, CA - Make Mine a Million \$ Business Competition event on Monday, November 8, 2010. This exciting event will feature female entrepreneurs from across the nation who will obtain business development packages that include business coaching, PR, and access to financing to help catapult their businesses into million-dollar enterprises. The event also includes educational and networking opportunities in addition to a keynote speech by Count Me In Founder, Nell Merlino.

Silver Moon Desserts' award-winning ice creams and sorbets are sold to high-end restaurants, country clubs, hotels and retail chains such as Whole Foods across California. Silver Moon's 2009 retail launch earned the Company top industry accolades for quality and innovation by receipt of a sofi (Specialty Outstanding Food Innovation) Award for Outstanding Product Line from the NASFT. The company has been recognized in national media such as The Oprah Magazine, Brides, InStyle as well as dozens of local publications.

Micro to Millions prize recipients will receive several of the key components of the Make Mine a Million \$ Business Competition awards package that will help their businesses break the million-dollar barrier, which includes inspiration, community, and business coaching from a "dream" team of coaches and business experts from Count Me In, and select discounts from national sponsors.

Launched in 2005 by Count Me In for Women's Economic Independence and founding partner American Express OPEN, the Make Mine a Million \$ Business Competition was created to help post-start up, women-owned businesses grow to one million dollars in annual revenue. Since its inception, the program has hosted 22 competitions in cities around the country and has grown into a nationwide movement. In the history of the program, thousands of women entrepreneurs across the nations have applied.

"We are thrilled by the eagerness of women across the country to grow their businesses, create jobs in their communities, and create stability for their families and the national economy," said Nell Merlino, Founder and President of Count Me In. "The number of applicants mirrors the growth of our entrepreneurs, businesses, and their desire to take them to the million dollar level."

The Make Mine a Million \$ Business Competition has garnered support from organizations who are all joining hands in order to make an impact in women's lives and strengthening the US economy. The impressive list of national sponsors includes American Express OPEN, FedEx, WIPP, and Sam's Club. Sponsors provide an array of products and services that serve as invaluable tools for growth.

For more information about how women can grow their businesses please visit [www.makemineamillion.org](http://www.makemineamillion.org).

### **About Count Me In**

Count Me In for Women's Economic Independence is the leading national not-for-profit provider of resources, business education, and community support for women entrepreneurs seeking to grow their businesses to million dollar enterprises. Count Me In launched the Make Mine a Million \$ Business Competition to inspire one million women entrepreneurs scale their businesses to a million dollars in revenue in the next decade by providing tools, skills, and the support of a nation-wide community of peers.