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**Oakland Business Woman Named As Finalist for the
Make Mine a Million \$ Business™ Los Angeles Event**

*~20 Finalists to compete for financing, mentoring, and
other prizes to help catapult their businesses' revenue to a million dollars~*

New York City, NY –January 10, 2008 – Non-profit business program, Make Mine A Million \$ has selected Karen Robert Jackson of Crunchy Foods as one of the 20 business women finalists to audition for an awards package at the Los Angeles event on January 23, 2008 at The Globe Theatre in Hollywood. The exciting event will feature female entrepreneurs from Southern California and other regions of the country who will compete for business development packages that include money, marketing, mentoring and technology assistance to help their businesses grow into million-dollar enterprises. The event will also include educational and network opportunities in addition to keynote speeches by Nely Galan, Founder, GaLAn Entertainment and contestant on NBC's "Celebrity Apprentice" and Stephanie Schaeffer, winner of NBC's 2007 "The Apprentice."

Described as a cross between "The Apprentice" and "American Idol," the competition provides these twenty finalists the opportunity to present their business in a 3 minute "elevator pitch" to a panel of business experts and a live audience. Ten winners will be chosen by the audience and judges who collaborate on the selection process.

Karen Robert Jackson left a 15+ year career in film & commercial production to enter the world of food production with her 2004 acquisition of Biscotti di Suzy, and launch of Crunchy Foods. "While I'm thrilled with our revenue growth, I'm most proud that my company is helping to create quality manufacturing jobs in Oakland" said Jackson.

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Each awardee will receive an extensive awards package with the following benefits that will help their businesses to break through the million-dollar barrier:

- Inspiration, community, financing and mentoring from a “dream” team of coaches and business experts from Count Me In.
- Up to \$50,000 in financing from OPEN from American Express
- Services and consulting from AIG
- Cisco Smart Business Communication network from Cisco Systems valued at up to \$20,000 for one awardee.
- Discounts from FedEx select shipping and office and print services.
- A \$500 credit for hotel stays at any Marriott in the U.S.
- Dell Vostro notebook™, built exclusively for small business valued up to \$1000
- A round-trip ticket to any of the 54 cities served by JetBlue.

Launched in 2005 by Count Me In for Women’s Economic Independence and founding partner OPEN from American Express®, the Make Mine a Million \$ Business program was created to help post-start up, women-owned businesses grow to one million dollars in annual revenue. Since the inception, the program has hosted 12 competitions in cities around the country and grown into a nationwide movement. For the Los Angeles event, 1,222 applications were submitted in hopes of securing one of the twenty finalist openings.

“We are excited to launch the first Make Mine a Million \$ event of 2008 in Los Angeles,” 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 program 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 blue-chip national sponsors include OPEN from American Express, AIG, Cisco, FedEx, QVC, Jet Blue, Marriot, and Dell. Sponsors provide an array 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.

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About Count Me In

Count Me In for Women's Economic Independence is the leading national not-for-profit provider of on-line business loans and resources for women to grow their micro businesses into \$million enterprises. Find us at www.countmein.org or call 212-245-1245.

About Crunchy Foods

Crunchy Foods bakes perfectly crunchy, gourmet biscotti, and sells to distributors, specialty retailers, coffee shops, caterers and the gift & gourmet trade under the brand name Biscotti di Suzy. With a unique blend of all-natural ingredients, Crunchy Foods produces a traditional Italian cookie with a taste and texture unlike any other, one that does not have to be dipped in coffee in order to be enjoyed. More information about the company is available at www.crunchyfoods.com or call 510-923-0446.

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