

FOR IMMEDIATE RELEASE

Yvonne's Invitations & Favors Wins Top Honors in Mom Business Competition

Long Island, New York – October 12, 2010– From among thousands of contestants, Yvonne's Invitations & Favors has been ranked in the Top 200 in StartupNation.com's 2010 Leading Moms in Business competition (www.startupnation.com/leading-moms-in-business), sponsored by Infusionsoft (www.infusionsoft.com).

Over 709,000 votes were cast in support of the 2010 contestants, reflecting immense interest and supportiveness for moms building businesses at the same time they tend to their families.

"There's been a sea change among moms as they've come to realize that adding entrepreneurship to their lives brings exhilaration and immense gratification, not to mention supplemental—sometimes primary—income to their families in these dicey economic times," says Rich Sloan, chief *startupologist* and co-founder of StartupNation.

"I am very honored to have placed among the 200 leading Mom-owned businesses in the US. It's been a challenging yet fun and fulfilling ride in running my own business," says Shirley Vitelli, owner of Yvonne's Invitations. The winner's profile for **Yvonne's Invitations & Favors** can be found at <http://www.startupnation.com/leading-moms-in-business/contestant/7948/index.php>

Yvonne's Invitations & Favors offers quality wedding/party invitations, favors and accessories. Operating a unique online business model unlike the competition, Yvonne's Invitations is geared toward red-carpet personalized service that will wow even the most critical brides. This Long Island - based website company specializes in fully customizable Wedding and All Occasion Invitations, serving customers nationwide.

The 2010 Leading Moms in Business ranking, conducted in collaboration with Ladies Who Launch (www.ladieswholaunch.com) and The National Association for Moms in Business (www.mibn.org), highlights some of the dominant trends, motivations and attributes among moms in business which include the attraction of being your own boss, working from home to be closer to children among other motivations.

The full results of the 2010 Leading Moms in Business ranking are available on StartupNation's website at <http://www.startupnation.com/leading-moms-in-business>.

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About StartupNation

StartupNation (www.startupnation.com) provides over 175,000 pages of business advice and networking for entrepreneurs and serves millions of entrepreneurs annually. StartupNation is a free service founded *by* entrepreneurs *for* entrepreneurs with the intention of providing a one-stop shop for entrepreneurial success, including blogs from a host of experts, podcasts, webcasts, eBooks such as Start Your Own Mom Business (www.startupnation.com/mom-business), award-winning step-by-step advice, and more.

StartupNation co-founders, Rich Sloan and Jeff Sloan, are two of the country's leading small business experts. The Sloan brothers speak frequently at entrepreneurial forums and recently hosted a Public Television special helping people transform their passions into business opportunities. They are authors of *StartupNation: Open for Business*, published by Doubleday. The Sloan brothers are regularly quoted and featured in media such as *The New York Times*, *Wall Street Journal*, *Fortune Small Business*, *Entrepreneur Magazine*, *CNN*, *CNBC*, *MSNBC*, *FOX News* and many others.

About Yvonne's Invitations & Favors

Yvonne's Invitations & Favors offers quality and unique wedding and party invitations, favors and accessories from well-known brands such as Carlson Craft, Birchcraft Studios, Checkerboard, and Kate Aspen. What sets Yvonne's Invitations & Favors apart from the competition is the site's acclaimed personalized, friendly service and attention to detail, working with clients each step of the way, click-by-click, from start to end, until their order is complete to their full satisfaction. For those that want a little hand-holding during the online order process, Yvonne's offers flexible phone appointments to work with customers one-on-one, daytime, evenings & weekends.

Yvonne's Invitations & Favors takes the fear out of ordering important pieces online by offering free on-the spot online preview and 90% of orders printed & shipped same day, guaranteeing special purchases are perfect and on time. Become a Facebook Fan of Yvonne's Invitations & Favors, and receive a 20% discount off your next invitation or announcement order (certain exclusions may apply) just in time for wedding season!

About Infusionsoft

Infusionsoft, the leader in marketing automation software for growing small businesses, empowers entrepreneurs to grow smarter and faster through targeted marketing that automatically adapts to prospect and customer behavior. Infusionsoft is the first to combine email marketing and CRM in one app that's driven by a powerful automation engine. The privately held, three-time Inc. 500 company is based in Gilbert, Ariz. and is funded by Mohr Davidow Ventures and vSpring Capital. For more information, visit www.infusionsoft.com.

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