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StartupNation.com Honors Nation's Leading Moms in Business

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- BROWARD COUNTY/FLORIDA- From among thousands of contestants, kidsHeritage, Inc. has been ranked #17 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. "We are thrilled to be among the top 20 Leading Moms in Business," said Deanna Bufo Novak, founder of kidsHeritage, Inc. She continued, "I have an enormous amount of respect for all mom entrepreneurs and all that we have accomplished, and continue to accomplish." The winner's profile for kidsHeritage, Inc. can be found at <http://www.startupnation.com/leading-moms-in-business/contestant/6278/index.php>. 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. They include:

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