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***READER'S DIGEST* SUPPORTS COUNT ME IN'S EFFORT
TO HELP WOMEN ENTREPRENEURS**

**Make Mine a Million \$ Business RACE Focuses on
Business Growth and Job Creation**

NEW YORK, NY, Dec. 10, 2008 – *Reader's Digest* announced today that it will sponsor the Make Mine a Million \$ Business RACE, the new initiative of Count Me In for Women's Economic Independence. Through the pages of its magazine and on www.readersdigest.com, *Reader's Digest* will bring high visibility and a broadened message to this timely, critical effort to support women entrepreneurs and the economic growth their success can generate.

The Make Mine a Million \$ Business RACE, which officially launches on January 27, 2009, challenges women to commit to specific revenue goals for their small businesses and “race” to meet them in the coming year. The goal of the Race is to empower one million women entrepreneurs to reach the \$1 million mark in revenues by the end of 2009.

The January issue of *Reader's Digest*, on sale December 16, features a “Dreamers” column about Cynthia Rubio, a successful entrepreneur with annual revenue of \$2 million, who was greatly aided by Count Me In. A sidebar provides details of the Race and directs women who wish to participate to enter at www.makemineamillion.org.

ReadersDigest.com will offer continuous inspiration and encouragement in the stories of other successful entrepreneurs as well as online discussions led by former Count Me In honorees. In addition, a blog on growing your business by Nell Merlino, Co-Founder and President of Count Me In for Women's Economic Independence, will be featured at www.readersdigest.com/businessblog.

“We are very proud to support Count Me In and its efforts to help women build their businesses,” said Peggy Northrop, Editor-in-Chief, *Reader's Digest*. “*Reader's Digest* has always been a source of inspiration and ideas for people with dreams, big and small. Now, in these difficult economic times, we're delighted to use the resources of our magazine and website to help women make their business dreams a reality – and create new opportunities for others while they're at it.”

“There are millions of women across the nation with dreams of starting and growing successful, sustainable businesses. They’re driven to create a more secure economic situation for their families and bring innovative solutions to the market,” said Merlino. “As their businesses grow, these entrepreneurs will provide a national economic solution through the creation of jobs and revenue. We are thrilled to partner with *Reader’s Digest* to provide women access to resources and support that they have never had before the M3 RACE.”

Any woman with a small business or an idea for one can choose to compete as a Walker, Jogger or Runner, targeting \$250,000, \$500,000 or \$1 million in revenue by the end of 2009. Competitors who meet their stated revenue goals will be eligible for prizes and recognition, including one champion who will win a Grand Prize of \$100,000 or the chance to meet with an investor for a possible \$500,000 investment. The Race ends on December 31, 2009; winners will be announced in February 2009.

About Reader’s Digest and ReadersDigest.com:

Reader’s Digest is the country’s largest paid-circulation magazine, with nearly 40 million readers each month in the United States and twice as many worldwide. *Reader’s Digest* celebrates what is best in our world, our communities and ourselves. Through shared stories and shared experiences, we provide ways for people of all ages to feel uplifted and connected to each other. The magazine is published in 50 editions and 21 languages, and reaches readers in more than 60 countries. *Reader’s Digest* is part of RD Community, a division of The Reader's Digest Association, Inc., a global multi-brand media and marketing company that educates, entertains and connects audiences around the world. Its global headquarters are in Pleasantville, NY. **ReadersDigest.com** (<http://www.readersdigest.com>) is a content-rich website delivering trusted information, uplifting stories and humor to an engaged community of users.

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 micro businesses to million dollar enterprises.