

From: Poppy King
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FOR IMMEDIATE RELEASE

WOMEN GET FIRED UP!

New York City – For the first time, women own half the businesses in the U.S. and are set to equal men on the nation’s payroll. To celebrate the country’s largest-ever movement of women in the workforce, beauty inventor Poppy King has partnered with Count Me In For Women’s Economic Independence to launch a sheer fire engine red gloss – aptly titled FIRED UP – to help fuel the fires of women who are creating new jobs and leading the nation out of recession.

100 per cent of the profits from the sale of FIRED UP will go to Count Me In, the leading national not-for-profit provider of resources, business education, and community for women entrepreneurs.

“More women than ever are becoming both the primary breadwinners and caretakers in their households,” says Poppy King. “And as women begin to dominate the labor force, I wanted to let women in on a tool I have used for years to help boost my confidence to face my own challenges, *the red lip*. It’s just a small action women can take everyday to get in the right mindset and get FIRED UP to make an impact.”

“This is the most educated, innovative, and ambitious generation of women the United States has ever seen,” says Nell Merlino, CEO and Founder of Count Me In For Women’s Economic Independence. “We are starting businesses, growing businesses, and creating desperately needed new jobs, which are providing economic stability for our families and the nation in the same way that our mothers and grandmothers, inspired by Rosie the Riveter, kept the economy running during World War II.”

Women own 10.5 million businesses across the U.S., generating \$940.8 billion in annual revenue and \$173.7 billion in payroll, according to the U.S. Small Business Administration. According to several economists, women are set to comprise more than half of America’s workforce by year’s end as well as still being regarded as the primary caregivers in their households.

“Women business owners are tirelessly pursuing their goals for their businesses, their families, and themselves,” says Merlino. “With the help of Poppy and FIRED UP, Count Me In will help even more women take on the challenges of the current economy with confidence.”

“The power of red and its mystique is already embedded in our culture” says King.

“From Rosie the Riveter’s trademark red lips during World War II, no cosmetic item has more power to get a woman FIRED UP about the task ahead.”

FIRE UP will be available exclusively in the US at www.lipstickqueen.com September 1, 2009 and is affordably priced at \$14.

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Poppy King is the CEO and Founder of Lipstick Queen, LLC. The brand is headquartered in New York City and is available in upscale retailers such as Barney's, Henri Bendel and Space NK.

Count Me In, www.makemineamillion.org is the leading national non-profit provider of resources, business education and community support for women entrepreneurs. Based in New York City, the company is dedicated to providing inspiration and support for women seeking to grow micro-businesses into million-dollar enterprises through their Make Mine a Million \$ Business program.