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Kathy Caprino Named As Winner Of Count Me In's Micro to Millions Award

~Four women entrepreneurs walk away with financing, mentoring, and other prizes to help catapult their businesses' revenue to a million dollars~

Trumbull, CT October 16, 2008 – Business growth program, Count Me In for Women's Economic Independence selected Kathy Caprino of Ellia Communications, Inc. as one of the four recipients of the Micro to Millions award during their competition in Trumbull, CT event on October 16, 2008. The exciting event featured female entrepreneurs from Connecticut who competed for business development packages that include money, marketing, mentoring and assistance to help their businesses grow into million-dollar enterprises.

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

"I'm so excited to be part of an organization whose key objective in partnering with me is to see my business flourish," says Caprino. "Having support from a dream team of coaches and mentors is invaluable in fostering Ellia Communications' growth."

Each Micro to Millions awardee will receive an extensive awards package with the following benefits that will help their businesses 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 \$5,000 in financing from Count Me In
- Discounts on select shipping and office print services from FedEx
- Exposure to public relations and marketing opportunities

More than one hundred women applied for the packages being awarded at this event. The Micro to Millions program is an offshoot of the Make Mine a Million \$ Business program, which began in 2005 to provide packages of support to women who had been in business for over two years and had reached \$250,000 in annual revenue. The Micro to Millions program was created to provide the right help to women who had not yet achieved that level of growth, but were determined to reach the million-dollar mark.

“We are thrilled by the eagerness of women in the region to participate in this event,” 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.”

Make Mine a Million \$ Business and Micro to Millions have 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 American Express OPEN, Cisco, FedEx, Jet Blue, and Dell. Sponsors provide an array of products and services that serve as invaluable tools for growth.

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. Count Me In launched the Make Mine a Million \$ Business to inspire one million women entrepreneurs scale their businesses to a million dollars in revenue by 2010 by providing tools, skills and the support of a nation-wide community of peers.

For more information about how women can grow their businesses, please visit www.makemineamillion.org.