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PRESS RELEASE

Mom and Pop Are Still the Backbone of the American Economy

Valencia, CA. , October 9, 2009: A new business model, OurMilkMoney.com, is forward-thinking and innovative, and just might be what Mom and Pop have been looking for.

OurMilkMoney.com, created by co-founders Ally Loprete and Kelli Shand, two stay-at-home moms, is not just an online business directory or a networking group for work-at-home parents. This new concept has grown into a nationwide movement. The members of OurMilkMoney.com have made a pact with one another that they will use the directory to make everyday purchases only from each other. By committing to this philosophy, these parents and entrepreneurs have created their own "mini-economy," or a "business-co-op." This prototype is really the first of its kind, and is quickly proving to be recession proof, and a revolution. Outside consumers (non-parents and non-members) are also utilizing the directory to do their everyday purchases because they know that by doing so they are supporting small businesses, and more importantly- families with children. In a time of economic uncertainty, many of these small businesses have begun to flourish, and so have their children.

Paired with President Obama's goals to establish healthcare reform, self-employment is a growing trend among struggling families, and now parents may have even more of an opportunity to provide for their children -in their own way. "This is a positive approach to what is very often viewed as a negative," says Co-Founder, Ally Loprete, "As a replacement for angry finger pointing and counter-productivity; the self-employed parents of OurMilkMoney.com have embraced what this country has always provided for them: Free Enterprise."

Also worth mentioning is the fact that all of this has been achieved solely by word of mouth. With very little start-up costs, and very little budget to advertise, the organization manages to continue growing. "The heart and soul of the operation is the parents who believe in this prototype," adds Loprete's partner, Kelli Shand. "This organization grows every day from viral marketing, not only by my partner and I, but by the members themselves. They contribute to the organization in addition to running their own businesses, maintaining households and raising children." Thanks to the new generation of Moms and Pops, this online community has exploded from the inside out.

Parents who wish to list their businesses on OurMilkMoney.com will need to fill out an online application and pay an annual membership fee of \$25. For more information, please visit <http://www.ourmilkmoney.com>

About OurMilkMoney.com

Founded in 2008, OurMilkMoney.com provides a valuable service for self-employed parents and consumers to easily connect through a simple online search and is an affordable way for family run businesses to get adequate exposure for the products and services that they offer. The Our Milk Money Organization is dedicated to providing opportunities for parent entrepreneurs, and offers a community of support to parents looking to staying at home with their children while earning revenue for their family. For more information, visit <http://www.ourmilkmoney.com>.