

**COLLEGE
EDITION**

Entrepreneur Magazine's
Entrepreneur OF 2009

Presented by

The UPS Store

**enter your
business idea**

AND YOU COULD WIN \$2,500 IN STARTUP CAPITAL

**GET THE DETAILS AT
entrepreneur.com/e2009college**

FOR IMMEDIATE RELEASE

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**A NEW KIND OF STIMULUS PLAN: *ENTREPRENEUR* MAGAZINE'S
ENTREPRENEUR OF 2009 CONTEST PRESENTED BY THE UPS STORE**

\$2,500 Prize at Stake for New College Category

(Irvine, CA) March 24, 2009 – With the economy in a slump, consumer optimism down and unemployment on the rise, there's one bright spot for entrepreneurs everywhere—*Entrepreneur* magazine's Entrepreneur of 2009 contest presented by *The UPS Store*®—which is now accepting entries. *Entrepreneur* wants to know what small-business owners are doing to make an impact on their industries, employees and communities.

Entrepreneur of 2009 and Emerging Entrepreneur of 2009 Categories

Businesses with no more than 100 employees and gross sales revenue of at least \$3 million in 2008 will qualify for the Entrepreneur of 2009 award. The Emerging Entrepreneur of 2009 is open to companies that have been in business for less than four years with no more than ten employees and posted at least \$500,000 in gross sales revenue for 2008. Entrepreneurs can submit their entries and, as an added bonus, simultaneously promote their businesses online to thousands of Web visitors at www.entrepreneur.com/e2009.

College Entrepreneur of 2009 Category

This all-new category gives college students with the entrepreneurial fever a chance to pitch their business ideas for a shot at \$2,500 in startup capital. Interested college students should visit www.entrepreneur.com/e2009college to view a video message from Amy Cosper, VP/editor in chief at *Entrepreneur*, on how to enter. Entrants must be undergraduate students between the ages of 18 and 25 during the time of submission.

“At an unfortunate time when colossal enterprises are enlisting for outside help to survive, entrepreneurs are taking action on their own to positively impact the success of their employees and their communities with their ventures,” says Cosper. “The tremendous power of the small-business market is what generates 60 to 80 percent of the net new jobs annually and creates more than half of private nonfarm GDP. These facts simply emphasize the tremendous importance of supporting this community here and now, amid many economic challenges.”

An expert panel of judges will choose the finalists, including representatives from *Entrepreneur's* editorial department and Mail Boxes Etc., Inc. (MBE), franchisor of *The UPS Store*. The panel's decision will be based on several criteria, including business growth in terms of number of employees and annual gross sales revenue as well as impact on an industry, the community, employees and customers.

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“Now more than ever, small-business owners are the force needed to help rebuild the American economy,” says Stuart Mathis, president of MBE. “Our franchisees are small-business owners themselves as are many of our customers. We look forward to continuing to support the entrepreneurial community through the Entrepreneur of 2009 search.”

In addition to the start-up capital for the College Entrepreneur of 2009, all three winning entrepreneurs will receive two roundtrip tickets within the continental U.S., a profile in the January 2010 issue of *Entrepreneur* magazine and be honored at an awards luncheon and ceremony in January 2010 in Miami, Fla. The winners will also receive a gift certificate for \$500 in free services at *The UPS Store*, a three-year subscription to *Entrepreneur* magazine and a selection of *Entrepreneur Press* books.

Entry criteria and the complete rules can be found on www.entrepreneur.com/e2009/rules, or for the college contest, visit www.entrepreneur.com/e2009college. The deadline to enter is June 15, 2009.

About Entrepreneur Media Inc.

Entrepreneur Media Inc. is the premier content provider for and about entrepreneurs. Our products engage and inspire every day with the advice, solutions and resources that fuel the bold and independent way entrepreneurs think.

After 31 years, nobody reaches more growing businesses. As the original magazine for the small and midsize business community, *Entrepreneur* continues to be the definitive guide to all the diverse challenges of business ownership. **Entrepreneur.com** is the most widely used website by entrepreneurs and emerging businesses worldwide. **Entrepreneur Press** publishes the books that turn entrepreneurial skills into business success.

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The UPS Store retail locations are franchised by Mail Boxes Etc., Inc., a UPS subsidiary. Together The UPS Store and Mail Boxes Etc. locations comprise the world's largest franchise network of retail shipping, postal and business service centers, with more than 6,000 locations around the world. In the United States, The UPS Store and Mail Boxes Etc. locations are independently owned and operated by licensed franchisees of Mail Boxes Etc., Inc. Outside the United States, locations are owned and operated by MBE master licensees or their franchisees. For additional information, please visit www.theupsstore.com or www.mbe.com.

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