



OMM Media Relations

Contact: Mona Colwell

Phone: 641-715-3900 x 94284

Email: media@ourmilkmoney.com

PRESS RELEASE

OURMILKMONEY.COM BECOMES A SOLE PROPRIETORSHIP AND RE-ORGANIZES WITH A NEW TEAM

Valencia , CA., January 28, 2010: OurMilkMoney.com (www.ourmilkmoney.com), the premier directory source of parent owned businesses nationwide, announced its corporate reorganization and its plans to further its mission of helping families find opportunities for bringing at least one parent home for the children while offering resources and support to supplement any lost revenue.

OurMilkMoney.com is now run solely by it's founder, Ally Loprete, as the original partnership was dissolved by it's previous co-founder, Kelli Shand (not available for comment.) "Although (Shand) contributed a great deal to the partnership and the foundation itself, I am overcome with immense anticipation for the opportunities that lay ahead" said Loprete.

As a result of the re-org, Loprete has recruited a team of new leaders, most of them emerging from the membership directory itself, who were enlisted to drive the mission of the organization with their personal expertise. The new staff includes Julianne Wish, Communications Director, Mona Colwell, PR Director, and Kelly St.Clair, Membership Director.

"This reorganization was the perfect opportunity to bring aboard some of our most valued members" added Loprete. "Each of these ladies bring such tremendous talent to the table. They each embody a sincere enthusiasm for our mission that stems from their own personal journeys of being work-at-home parents themselves. There is no question that we will accomplish a great deal together."

Since announcing it's plans to reorganize, OurMilkMoney.com has seen a spike in its number of memberships as well as the number of supporters that subscribe to its monthly newsletters.

"There seems to be a more personal approach," said new member Rae Lagura, owner of Leading Edge Tutors in Santa Barbara. "It's clear that Ally (Loprete) is making sure that more family-run-businesses are getting the exposure that they need to thrive, so that we can provide more for our children and loved ones."

Families looking to improve the quality of work/family balance by giving up one income to bring one parent at home to care for the children have found OurMilkMoney.com to be an invaluable resource. With a nationwide network of self-employed parents who make their purchases from one another, useful online resources and comprehensive educational content about starting a small home based business and earning a revenue while running a household, the OurMilkMoney.com service equips families with a wide array of resources to assess and meet their needs.

Parents who already provide a service or product out of their homes can list themselves in the OurMilkMoney directory search by Area, and Business Category, complete with key search words and phrases- all searchable at the national level for an annual fee of \$25.

As an added benefit to members of OurMilkMoney.com, all memberships include national spotlight interviews, spotlight product and service reviews, and an opportunity to appear on national internet radio. These measures provide families with extra layers of confidence and security when they make the decision to leave their day jobs to work from home as a way of providing personal care to the needs of their children.

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>.