

Contact:

Wilma Ann Anderson
917.945.7697
info@MahoganyBaby.com

**MAHOGANY BABY NAMED AS FINALIST IN
2004 STEVIE™ AWARDS FOR WOMEN ENTREPRENEURS**

The Stevies will be presented on October 22 in New York City

NEW YORK, NY - September 27, 2004 - *Mahogany Baby* was named a finalist in the Company Web Site of the Year category in The 2004 Stevie Awards for Women Entrepreneurs.

The Stevie Awards for Women Entrepreneurs, www.stevieawards.com/women, is a new national awards competition recognizing the accomplishments of women small business owners in the United States. The awards are produced by the creators of the prestigious American Business Awards, hailed as "the business world's own Oscars" by the New York Post (September 22, 2002).

Winners will be announced on Friday, October 22 at the Marriott Marquis in New York City's Times Square. The master of ceremonies will be Bill Rancic, spokesperson for Advanta, which is sponsoring the awards, and winner of the hit television show "The Apprentice."

More than 600 nominations from small companies in virtually every industry were submitted for consideration in 18 categories. *Mahogany Baby* was named as a finalist in the Company Web Site of the Year category.

Wilma Ann Anderson, *Mahogany Baby's* co-founder and creator of *MahoganyBaby.com*, expressed her appreciation. "Our magazine was born on the Internet. Its innovation, design and functionality are monumental reasons our readers visit, stay, and tell friends. It's thrilling to know the web site has been recognized for these reasons." Natasha S. Downing, *Mahogany Baby* co-founder added, "It is also exciting to be acknowledged by our peers given that we are still such a young Internet presence."

The two moms met at graduate school in New York while earning MBAs in media management. Equipped with several years of writing for publications via the Web and print, and with their experience of working for parenting magazines, they joined forces in 2003 to create *Mahogany Baby*, the voice of underrepresented Black parents.

Advanta Corp. (NASDAQ: ADVNB; ADVNA) is the exclusive sponsor of The 2004 Stevie Awards for Women Entrepreneurs, and has been committed to supporting the success of women in business for over 50 years. Founded as Teachers' Service Organization, originally providing needs-based loans to teachers - mostly women - at a time when banks often did not, Advanta is now one of the nation's largest issuers of MasterCard business credit cards to America's small businesses through its subsidiary Advanta Bank Corp.

"The Finalists for the first-ever Stevie Awards for Women Entrepreneurs comprise the most dynamic women in business today. These entrepreneurs have accomplished innovative and extraordinary things while building their business," said Dennis Alter, chairman and CEO of Advanta. "We congratulate all of them on their achievement."

The Stevie Awards for Women Entrepreneurs are governed by a board of Distinguished Judges & Advisors that features many leading women entrepreneurs and figures in American business, including Carrie Fitzmaurice, publisher for Entrepreneur Media Inc.; Dr. Lisa Krinsky, chairman & president for SFBC International; and Dr. Betty Spence, president of The National Association for Female Executives.

The elegant Stevie trophy was designed by R.S. Owens, the same company that makes the Oscar and the Emmy. Details about The Stevie Awards for Women Entrepreneurs and the full list of finalists are available at www.stevieawards.com/women.

About Mahogany Baby

Mahogany Baby is a new online magazine that targets parents of Black children from newborn to tween. It is an independently-owned publication whose goal is to support the growing 10 million+ African-American online community and create an online village for and about Black parenting. To explore the pages of *Mahogany Baby* visit www.MahoganyBaby.com.

About The Stevie Awards

Hailed as "the business world's own Oscars" by the New York Post (September 22, 2002), Stevie Awards are conferred in three programs: The American Business Awards, The International Business Awards, and The Stevie Awards for Women Entrepreneurs. Honoring companies of all types and sizes and the people behind them, the Stevies recognize outstanding performances in the workplace worldwide. Learn more about The Stevie Awards at www.stevieawards.com.

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