

Contact: Kathleen Stefancin 216-226-6173 or smartpicks@gmail.com

**Smart Picks Inc. WINS
STEVIE® AWARD
IN
6TH ANNUAL STEVIE AWARDS FOR
WOMEN IN BUSINESS**

Lakewood, OH – November 14, 2008 – Smart Picks, Inc. won a Stevie Award for Best New Product of the Year in the Stevie Awards for Women in Business last night.

The Stevie award was received for the creation of *Healthy Ideas for Hungry Minds Nutritional Program*, which incorporates five of Smart Picks top selling awards winning nutritional games and books for kids.

The **2009 Stevie Awards for Women in Business** is an international competition recognizing the accomplishments of outstanding women executives, business owners, and the organizations they run. The awards are produced by the creators of the prestigious American Business AwardsSM.

In winning the Stevie, Smart Picks, Inc. beat out other finalists including CreaClip, Innov8 LLC, Honolulu HI, and Sugarless Organic Wines Suitable for Diabetics, Sugarless Organic Wines, Sunshine Coast, QLD, Australia HI.. Kathleen Stefancin, President of Smart Picks was presented the Stevie at the awards dinner in New York City.

Stevie Awards were handed out in categories including Best Entrepreneur, Best Executive, Best New Product of the Year, Lifetime Achievement, and Women Helping Women at the gala event at New York's Marriott Marquis Hotel on November 13. More than 1,100 entries from organizations of all sizes and in virtually every industry were submitted for consideration.

About the best New Product of the Year: The five top selling award winning products in the *Healthy Ideas for Hungry Minds Nutritional Program* are *Food Pyramid Bingo*, *Fruit & Veggie Color Bingo*, *The Fruit Flies Picnic*, *The Fruit Flies Interactive CD-ROM*, *The Fish Who Wished He Could Eat Fruit* and have helped change the lives of thousands of children. In 2009, Food Pyramid Bingo was hailed as the "Game of Year" by Creative Child Magazine and was given 4 stars by the Family Review Center for offering a fun way to teach kids healthy eating habits. Fruit & Veggie Color Bingo was honored in 2009 with "Tillywig's Brain Child Award", "Dr Toy's Best Vacation Product Award" and "Creative Child's Preferred Choice Award". These amazing games can be used with up to 30 kids and educates them about whole food nutrition in an interactive and playful way. And the awards keep coming...The Fruit Flies Picnic and The Fish Who Wished He Could Eat Fruit books are also winners of the "2009 Brain Child Awards and Preferred Choice Awards". These enjoyable picture books are filled with adventure, excitement and surprising endings about why we should eat our fruits and veggies.

Finally, The Fruit Flies Interactive CD-ROM was chosen for the “2009 Media of the Year Award” and expands on the Fruit Flies’ Picnic book by adding animation and more fun facts about fruits and veggies. All of these award winning products were reviewed by parents, teachers, and educators and deemed outstanding for concept, design, quality and value.

With the help of highly skilled graphic designers and illustrators, Smart Picks innovative products have received over 33 national awards and continue to make a difference in the lives of children.

This Nutritional Program is packed with everything a parent or educator needs to educate kids about whole food nutrition. It is Smart Picks goal to be a one stop shopping place for high quality, high learning award winning products for kids focusing on whole food nutrition. And we deliver... including FREE supplemental materials on our website.

The Stevie Awards for Women in Business are governed by a Board of Distinguished Judges & Advisors that features many leading women entrepreneurs and luminaries in business. Members of the Awards’ Board selected Stevie winners from among the finalists. Finalists were chosen by business professional worldwide during the preliminary judging period.

A word from Kathleen Stefancin, President of Smart Picks. “I am thrilled to receive the Stevie Awards this year. It has been 14 years of hard work and a lifetime passion to impact the health and wellness of children by offering fun ways to learn about healthy eating and whole foods. This recognition reinforces my passion to reach children with a message that could save their lives. Thank you for honoring me for my creative endeavors”.

Details about the Stevie Awards for Women in Business and the list of honorees are available at www.stevieawards.com/women.

About Smart Picks, Inc.

Smart Picks nutrition books and games received nine national awards in 2009. Products were reviewed by moms, teachers and early education professionals. The author and creative visionary of these award-winning products and founder of Smart Picks Inc., is Kathleen Stefancin, a Registered Dietitian and Raw Food Chef. She holds a degree in Biology and Dietetics and a Master’s Degree in Nutrition from Case Western Reserve University.

About The Stevie Awards

Stevie Awards are conferred in four programs: The American Business Awards, The International Business Awards, the Stevie Awards for Women in Business, and the Stevie Awards for Sales & Customer Service. 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.

Sponsors of the 6th annual Stevie Awards for Women in Business include the Business TalkRadio Network, Covario, Inc., and KeyBank. Localization partner of the 2009 Stevie Awards is Lionbridge.