



**For Immediate Release**

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**MARGARET LIGHT VOTED ONE OF TOP 200 LEADING MOMS IN BUSINESS IN  
STARTUPNATION COMPETITION**

**Naperville, IL- May 4<sup>th</sup>, 2009** - BeauLily, Inc, makers of the Twiddle®Muff, announced today that it has been recognized as one of the top 200 mom-owned businesses in StartupNation's 2009 Leading Moms In Business Competition (<http://www.startupnation.com/leading-moms-2009>).

The competition, sponsored by VerticalResponse, recognizes the achievements of mothers across the country who run outstanding businesses.

"Moms across America were honored in this year's ranking, showing that they're capable of starting and running successful businesses while managing to balance family, career, home and self," said Rich Sloan, co-founder of StartupNation. "Well over 600,000 votes were cast in support of several thousand contestants. What an incredible achievement to be named a winner, and what an inspiration for anyone looking to start their own business."

"It's challenging for anyone to start and run a successful business – particularly in this economy. These women are setting the standard for innovation and creativity," said Janine Popick, founder and CEO of VerticalResponse.

Twiddle®Muff was invented by Naperville resident Margaret Light, and is particularly appropriate for the frail elderly, including those with Alzheimer's Disease or arthritis.

The original Twiddle®Muff was created by Margaret for her grandmother Lily. “She was always doing crafts like knitting,” Margaret recalls. “As she grew older, her vision declined and she simply couldn’t work with her hands. The Twiddle®Muff satisfied her need to keep her hands warm and busy. It was constantly on her lap.”

The Twiddle®gadgets are securely fastened to the muff with buttons include beads on a string, a soft bag with marbles inside, a Velcro zipper and ribbons to stroke. A soft squeeze ball is inside. The original muff begat Twiddle®Pup and Twiddle®Cat (with the face and tail of a puppy and kitten) and Twiddle®Sport, aimed at men. In less than 3 years, thousands of TwiddleMuffs have been sold.

StartupNation ([www.startupnation.com](http://www.startupnation.com)) launched the first annual Leading Moms in Business Competition in January with the support of VerticalResponse ([www.verticalresponse.com](http://www.verticalresponse.com)) to recognize the achievements of mom entrepreneurs across the US. Winners were selected and ranked according to public votes accumulated from January through March, 2009. The elite 200 win bragging rights, promotional support, and digital winner’s emblems recognizing their achievements as the Leading Moms in Business.

**About BeauLily:** <http://www.twiddlemuff.com>

BeauLily was founded in 2006, by Margaret Light as she turned a really wonderful invention for her grandmother into a business. The TwiddleMuff is a soft cozy hand held muff with a soft squeezie ball inside and numerous gadgets on the outside to keep hands exploring, providing tactile stimulation and calming therapeutic benefits. The Original TwiddleMuff is available as well as the TwiddleCat, TwiddlePup and TwiddleSport. Those with Alzheimer’s disease,

dementia, arthritis and stroke recovery are typical of the individuals who are enjoying the TwiddleMuff. The gadgets are detachable and the muff is fully machine washable.

Twiddle®Muffs range from \$39.95 to \$44.95 and are available online at [www.beaulily.com](http://www.beaulily.com) or by calling 877-428-3321.

Photos available;



Original TwiddleMuff



TwiddleCat – Cream



TwiddleSport



TwiddlePup



TwiddleCat – Chocolate



Grandmother Lily (89)