

PRESS RELEASE

Musselman's Online Publishing Announces Entry of Wedding Favor Bookmarks Division in 2010 StartupNation Leading Moms in Business Competition

Mohrsville, PA - May 24, 2010 - Musselman's Online Publishing entered its Wedding Favor Bookmarks company into this year's competition as a way to inform couples of their unique alternatives to the ordinary selections of wedding favors available on the market today.

Karen Musselman, owner of www.Wedding-Favor-Bookmarks.com, wants today's couples to know that they don't have to spend money on favors that only get thrown away, but instead they can provide unique keepsakes and save money at the same time. And as a way to promote her new business and continually expanding line of bookmark wedding favors, Wedding Favor Bookmarks is a contestant in this year's 2010 StartupNation Leading Moms in Business Competition.

"Couples plan their weddings to be unique," Karen explains, "An expression of what they like and even of who they are to some extent. And their selection of favors should express the same, while also expressing their thanks to their guests for sharing in the festivities of their wedding."

Ms. Musselman advertises her line of more than 80 customized designs as a very personalized and individualized approach to purchasing wedding favors that won't be thrown away because the custom bookmarks are not the mass-produced trinkets that you can buy anywhere. They're one-of-a-kind designs that are customized for each customer.

Karen also points out that wedding favor bookmarks are the "Little Gifts that Say a Lot" - an excellent choice for specialized wedding favors because:

- * they are personalized and exemplify the couples' love for each other
- * they serve as a lovely, cherished memento for guests, not just another throw-away favor
- * they immediately say thank you to every guest attending their wedding
- * they are quick, easy and incredibly affordable plus each favor has personality making it that much more special

Winners of The 2010 StartupNation Leading Moms in Business Competition are decided by the amount of votes the contestants earn through marketing their company's entry and advertising for votes. The contest runs through August 31, 2010, at which time the votes will be calculated and the winners will be determined.

Musselman's Wedding Favor Bookmarks hopes to be one of the top winners in this year's contest because it will help couples learn that they can buy unique and affordable wedding favors, customized to their theme that also double as keepsakes that their guests will keep for a lifetime, and still stay within their budget.

About Musselman's Online Publishing

Karen Musselman publishes the online information website, Low-Budget-Fairy-Tale-Weddings.com, to help couples save money and still have the wedding of their dreams. Wedding-Favor-Bookmarks.com is a division of Musselman's Online Publishing.

About StartUpNation

StartUpNation is a website community devoted to small business owners and entrepreneurs.

For more information about Wedding Favor Bookmarks please contact Karen at 484-525-6960.

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