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## Stroller Strides® Wins Stevie® Award in 4th Annual Stevie Awards for Women in Business

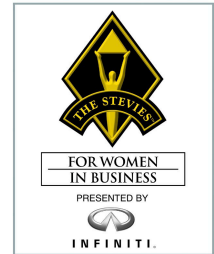
SAN DIEGO, CA (November XX, 2007) – **Stroller Strides, the nationwide stroller exercise program for new mothers and their babies, won the Stevie Award for “Best Overall Company of the Year – Service Businesses – up to 100 Employees” in the Stevie Awards for Women in Business. The Awards were announced Monday, November 12.**



Presented by Infiniti, the 2007 Stevie Awards for Women in Business is an international competition recognizing the accomplishments of outstanding women executives, business owners, and the companies they run. The awards are produced by the creators of the prestigious American Business Awards, hailed as “the business world’s own Oscars” (New York Post, April 27, 2005).

In winning the Stevie, Stroller Strides beat out 15 other finalists for “Best Overall Company of the Year.” More than 800 entries from companies of all sizes and in virtually every industry were submitted for consideration in various categories, such as “Best Entrepreneur” and “Women Helping Women.”

“It is such an honor to be recognized by the Stevie Awards because Stroller Strides supports women in all aspects of their lives, including their business endeavors,” said founder Lisa Druxman. “At the corporate level, and also as a franchised company, Stroller Strides allows women across the country the opportunity to have a fun and rewarding career that’s also family-friendly.”



**2007 Winner**

The Stroller Strides program, which was started by Druxman in 2001 as a way to blend her passion for fitness and motherhood, is a 60-minute class that combines a stroller walk and intervals of body toning using exercise tubing, the environment and a stroller. Now boasting more than 600 locations and 20,000 participants, Stroller Strides provides moms with a fun and effective way to get fit following pregnancy, an opportunity to bond with their babies through exercise, and a supportive, social community.

The company is the 17th fastest growing franchise in the country (*Franchise Times Magazine*, 2007), with 218 franchises, and has also been named as one of the top 25 small companies to work for (*Working Mother Magazine*, 2006).

“It’s encouraging to win such a prestigious award that acknowledges the ways in which our business benefits women,” said Druxman. “These accolades only inspire us to work harder in our mission to help moms make strides in fitness, motherhood and life.”

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 professionals worldwide during the preliminary judging period. Details about the Stevie Awards for Women in Business and the list of finalists and Stevie Award winners are available at [www.stevieawards.com/women](http://www.stevieawards.com/women).

Stroller Strides classes are offered in more than 600 locations nationwide. The hour-long classes emphasize cardiovascular activities and muscle-strengthening exercises using resistance bands and strollers, allowing moms to interact with their babies throughout their workout. Stroller Strides franchises are available for those interested in a home-based, family-friendly business. To further assist mothers in all aspects of their lives, Stroller Strides partners with Stride Rite®, LUNA® and BOB™. For more information about Stroller Strides, including class locations, visit [www.strollerstrides.com](http://www.strollerstrides.com).