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The Aspen Brands Company CEO Named 2009 Entrepreneur of the Year by Ernst & Young LLP

ATLANTA, Georgia, June 28, 2009 – The Aspen Brands Company, an industry leader in the design, manufacturing and sales of trendsetting Kate Aspen favors for weddings and all life’s events and boutique-quality Baby Aspen baby gifts, announced today that Jennifer Fallon, founder and CEO, was awarded the prestigious Ernst & Young Entrepreneur Of The Year® 2009 Award in the Emerging category in the Alabama, Georgia, and Tennessee regions.

According to Ernst & Young, the award, which celebrates its 23rd anniversary this year, was created to honor leaders and visionaries who create, build, and grow market-leading, dynamic businesses. Fallon was selected by an independent panel of judges, and the award was presented at a gala event at the InterContinental Hotel Buckhead in Atlanta on June 25, 2009.

“I am deeply honored to receive this award,” said Jennifer Fallon. “If I could, I would change the award’s name to the Entrepreneurial *Company* of the Year, because I credit my uniquely talented, creative and dedicated partners and employees with our continuing success. For us, every day is filled with discovery and infinite possibilities to explore. Every one of us feels the same passion for what we do, has the same opportunity to contribute ideas—and feels the same sense of accomplishment when we reach another milestone. “

As a recipient of the Alabama, Georgia, Tennessee region award, Fallon is now eligible for consideration for the Ernst & Young Entrepreneur Of The Year® 2009 Award national

program. Winners will be announced at the annual awards gala, to be held in Palm Springs, California on November 14, 2009.

About The Aspen Brands Company

The Aspen Brands Company is a privately owned and operated design, manufacturing, wholesale company based in Duluth, Georgia. Specializing in wedding favors, baby shower favors, favors for all life's events and boutique-quality baby gifts, the Company's brands include Kate Aspen and Baby Aspen and are sold through online and brick-and-mortar retailers worldwide. Jennifer Fallon and The Aspen Brands Company have been recognized with several awards and honors, including the 2006 *Atlanta Business Chronicle* Pacesetter Award, and *Business to Business* magazine's 2008 Top 25 Entrepreneurs. Ms. Fallon and her products have been featured in *Entrepreneur* magazine, *The Wall Street Journal*, *Modern Bride* magazine and *Brides* magazine, among others.

About Ernst & Young's Entrepreneur Of The Year® Awards Program

Ernst & Young's Entrepreneur Of The Year® Award is the world's most prestigious business award for entrepreneurs. The award makes a difference through the way it encourages entrepreneurial activity among those with potential and recognizes the contribution of people who inspire others with their vision, leadership and achievement. As the first and only truly global award of its kind, the Ernst & Young Entrepreneur Of The Year® award celebrates those who are building and leading successful, growing and dynamic businesses, recognizing them through regional, national and global awards programs in more than 135 cities in 50 countries.

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