



News Release

For immediate release

Christine Lantinen, Maud Borup Inc. Named a 2014 EY North American Entrepreneurial Winning Woman

***Christine Lantinen is one of 13 winners recognized in the US and Canada
with this prestigious award***

(Minneapolis, MN) November 13, 2014 --- EY announced that Christine Lantinen, Maud Borup Inc. was named one of 13 winners of the 2014 class of [EY Entrepreneurial Winning Women](#), a national competition and ongoing executive leadership program that identifies a select group of high-potential women entrepreneurs whose businesses show real potential to scale. Launched seven years ago, the Entrepreneurial Winning Women™ program aims to help increase the number of market-leading businesses run by women entrepreneurs.

Maud Borup is a 107-year-old wholesale candy, confections, and food gift company that has experienced exponential growth year after year working with some of the largest retailers in the world. Always on the leading edge of market trends with an eye for product positioning, Maud Borup creates branded, private label, and licensed assortments for all seasons as well as every day. The company is privately held and headquartered in Minneapolis.

“Having the opportunity to strategize with some of the world’s most successful business people is amazing,” said Christine Lantinen, President, Maud Borup. “We are ready to move to the next level of business growth and I am confident this program will put us on the fast track to achieve our goals,” adds Lantinen.

According to an [independent assessment](#) by Babson College, the program is working: North American program participant companies’ total 2013 revenue was 63% higher than their total revenues in the years before they joined the program. Individual participants average 20% revenue growth annually; in the second year of participation, however, their companies have been known to grow up to 50%. Winners also report increases in entrepreneurial confidence, growth goals, networks and media visibility, to name a few.

Past winners have included: Jessica Herrin, founder and CEO of Stella & Dot; Alexa Van Tobel, founder and CEO of LearnVest.com; Lisa Stone, co-founder and CEO of BlogHer; Kara Goldin, founder and CEO of Hint; and Raegan Moya-Jones, founder and CEO of Aden + Anais.

“The Entrepreneurial Winning Women program has grown into a highly impactful platform that helps female entrepreneurs accelerate key corporate goals, in turn enabling them to grow rapidly,” said Kerrie MacPherson, Principal and North American Entrepreneurial Winning Women Executive Sponsor, Ernst & Young LLP. “Christine Lantinen is an exceptional business leader with great potential. We are pleased to honor her as one of this year’s winners.”

Launched in 2008, the program is intended to help women entrepreneurs break through the barriers that keep thriving second-stage businesses from scaling to their full potential. Once selected, the entrepreneurs participate in an ongoing, customized program designed by EY to catalyze their companies' growth by building and fostering critical relationships, enhancing leadership skills, expanding business know-how and providing increased visibility. They are coached on the five crucial leaps they need to scale up their business:

- Thinking big and being bold;
- Building a public profile;
- Working on the business, rather than in it;
- Finding and establishing the right networks;
- Evaluating financing for expansion.

The 13 members of the Entrepreneurial Winning Women Class of 2014 also received an all-expense paid trip to this year's EY Strategic Growth Forum®, an invitation-only gathering of more than 2,000 high-growth, market-leading company CEOs being held this week in Palm Springs, California. The Forum presents a one-of-a-kind platform for Entrepreneurial Winning Women to introduce their companies and share their corporate and personal brands with a community of EY Entrepreneur Of The Year® winners, top executives, prospective investors and business advisors. All 2014 Entrepreneurial Winning Women will be introduced and honored at a special celebratory luncheon during the Forum. For more information on the Forum, visit: www.ey.com/us/strategicgrowthforum.

The distinguished panel of independent judges for the Entrepreneurial Winning Women program included:

- Cynthia Cohen, CEO, Strategic Mindshare
- Mike Cohen, Managing General Partner, VGPartners
- Laurie Cunnington, President, Cunnington & Cunnington (former President of Ward Williston Oil Company)
- Joy Taylor, Co-Founder and CEO, TayganPoint Consulting

The Entrepreneurial Winning Women program is conducted in collaboration with several organizations that encourage the development of women-owned businesses, including the Women Presidents' Organization (WPO), the Women's Business Enterprise National Council (WBENC), the National Association of Women Business Owners (NAWBO), The Committee of 200 (C200), Golden Seeds, the Kauffman Foundation, Babson College's Center for Women's Entrepreneurial Leadership and the US Hispanic Chamber of Commerce. For more information on the program, visit www.ey.com/us/entrepreneurialwinningwomen.

About Maud Borup Inc.

Maud Borup is a privately-held, woman-owned, Minnesota-based wholesale candy, confections and food gift company specializing in gourmet candy, savory snacks, creative baking kits, beverage mixes, and seasonal food gifts that whisk you back to memories of Grandma's favorite recipes and Mom's special treats. Maud Borup designs and manufactures licensed, branded, and private-label products supported by an in-house design and merchandising team with over

40 years of experience in the specialty food gift industry. Maud Borup supplies mass and specialty retailers as well as grocery, club, and drug stores with every day and seasonal assortments designed to fit their store needs and customer preferences.

In 2011, Maud Borup announced **eco eggs**[®], an environmentally-friendly division producing the first 100% renewable, BPA-free plastic Easter eggs made in the USA from plants. In 2012, Maud Borup added to its line of eco-friendly products with **eco grass**[®], made from 100% recycled and recyclable crinkle-cut paper in three colors. Maud Borup and **eco eggs** were founded on business practices that respect employees, the environment, and the earth. Visit www.maudborup.com and www.ecoeggs.com.

About EY's Strategic Growth Markets Practice

Ernst & Young LLP's Strategic Growth Markets (SGM) practice guides leading high-growth companies. Our multi-disciplinary team of elite professionals provides perspective and advice to help our clients accelerate the path to market leadership. SGM delivers assurance, tax, transactions and advisory services to thousands of companies spanning all industries. EY is the undisputed leader in taking companies public, advising key government agencies on the issues impacting high-growth companies and convening the experts who shape the business climate. For more information, please visit us at www.ey.com/us/strategicgrowthmarkets, or follow news on Twitter [@EY_Growth](https://twitter.com/EY_Growth).

About EY

EY is a global leader in assurance, tax, transaction and advisory services. The insights and quality services we deliver help build trust and confidence in the capital markets and in economies the world over. We develop outstanding leaders who team to deliver on our promises to all of our stakeholders. In so doing, we play a critical role in building a better working world for our people, for our clients and for our communities.

EY refers to the global organization, and may refer to one or more, of the member firms of Ernst & Young Global Limited, each of which is a separate legal entity. Ernst & Young Global Limited, a UK company limited by guarantee, does not provide services to clients. For more information about our organization, please visit ey.com.

This news release has been issued by Ernst & Young LLP, an EY member firm serving clients in the US.

###