



MEDIA CONTACT
Toni Beckham
408.499.3664
Toni@PretCetera.com

FOR IMMEDIATE RELEASE
Business, Features/Lifestyle

Bay Area Entrepreneur Aundrea Lacy Has Some Things to Celebrate *"Black Enterprise" Magazine Cover and Other Blessings*

SAN JOSE, CA - OCT. 24, 2006 - Luv's Brownies' founder and CEO Aundrea Lacy had planned a party at Jay Z's New York 40/40 Club last weekend to celebrate her company's 10th anniversary. As it turned out, she had much more to celebrate -- the November 2006 cover of *Black Enterprise*; the sale of the 30,000th copy of her book "Luv Story: From Homemade Brownies to My Own Internet Bakery;" and the impending publication of her new book "Brownie Points."

40/40 Club Anniversary Celebration:



CNN News reporter Valerie Morris (l) and actress Sheryl Lee Ralph (r) join Lacy in a toast at the 40/40 Club

On Thursday, October 12th, Aundrea Lacy celebrated her company's 10th anniversary with a celebrity-strewned blow-out bash at entertainment mogul Jay Z's famed 40/40 Club in Manhattan, New York City. Award-winning CNN Business News correspondent Valerie Morris (formerly Bay Area news anchor Valerie Coleman) hosted the affair and popular award-winning actress/vocalist Sheryl Lee Ralph assisted Lacy with a fun-filled brownie baking demonstration.

October 2006 not only marks Luv's Brownies' 10th anniversary, but also Lacy's commitment to AIDS and AIDS awareness month. After learning her father was diagnosed with AIDS, Lacy recommitted her life to giving back, AIDS prevention and awareness. Lacy donated a portion of the gala's proceeds to the Elton John AIDS Foundation - one that strongly supports minority communities and agencies.

"The Elton John AIDS Foundation focuses on supporting community-based programs that include HIV/AIDS-related physical and mental health services, HIV testing and counseling, street outreach and education, food distribution, assisted living services and much more," said Lacy. "I was glad to use my company's anniversary celebration as a means to raise funds to support the Foundation and its efforts to educate and assist people, and combat the HIV/AIDS epidemic."

- more -

Black Enterprise Cover Story:

Luv's Brownies was the proud recipient of the People's Choice "Best Sweet" Dessert Award at the Annual International Hospitality Celebration in both 2004 and 2005. Lacy has been featured on several nationally-syndicated television talk shows and many national and local newspapers and magazines. As a result, she's received more than 10,000 letters from inquirers and potential customers wanting to know her story. How was she so successful at marketing her business? How did she overcome her challenges with dyslexia?

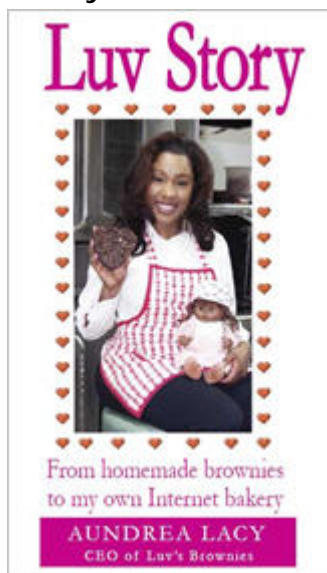
Lacy answers these questions and more in her [cover story](#) article in the November 2006 issue of *Black Enterprise* (available on magazine stands now).



Aundrea Lacy and her popular brownies grace Nov. 2006 *Black Enterprise* cover

"Luv Story:"

Aundrea Lacy's first book **Luv Story: From Homemade Brownies to My Own Internet Bakery** is a resource for anyone who



desires to start, promote and sustain his or her own small business, while maintaining a balanced personal life. In "Luv Story" Lacy shares real life experiences, including how she kept her company thriving through an economic downturn and her personal life crises.

Having taken Luv's Brownies from a San Francisco Bay Area catering firm to an Internet bakery that ships nationwide, she has learned a array of lessons about how to start a small business and keep it profitable regardless of the economy's fluctuations and all the other problems life throws at you. Aundrea shares those lessons in "Luv Story: From Homemade Brownies to My Own Internet Bakery." Lacy says that Luv Story is meant to deliver the message "Never let any challenge stop you from accomplishing your dreams." "Luv Story" has sold over 30,000 copies.

"Great reading about reality, faith and the human spirit, with tools for you to build a business, that is you! A recommended book for those thinking of starting, or have started their own business....and don't mind being inspired, by a girl with guts!"

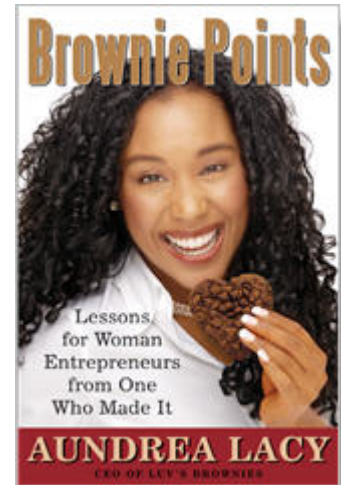
Peter Carlino, III - Host *Who's Cookin'* TV Show

- more -

"Brownie Points:"

Lacy's second literary effort **Brownie Points: Lessons for Woman Entrepreneurs from One Who Made It** is the greatly expanded new version of "Luv Story," one which answers the many questions Aundrea has been asked on her speaking engagements by girls and women who want to start their own businesses. Without changing her simple and straightforward style, she goes into new detail on important topics like how to launch a new business; starting out while still in school; budgeting and bookkeeping; vertical marketing; advertising and public relations; and much more. Every point is illustrated with examples from well-known successful firms and her own experience.

Lacy's inspirational personal story demonstrates how the same skills used in self-employment -- research, planning, budgeting, following through -- can be used to tackle the problems of daily life, whether it is the illness or death of a loved one, a financial emergency, or a personal disability. (Agate Publishing, Evanston, IL, Spring 2007)



"The success of Aundrea's bakery shows that planning and persistence pay off," said Coach Ken Carter, the Richmond High School basketball coach whose story was performed by Samuel L. Jackson in the motion picture "Coach Carter." Carter continued, "Despite great personal challenges, Aundrea has been successful at holding her life and business together. I admire her spirit and work ethic, and I think you will, too. ... *And, her brownies are fabulous!*"

Luv's Brownies, "Luv Story" and "Brownie Points" may be purchased online. For more information about Aundrea Lacy and her fabulous brownies, please visit www.luvsbrownies.com. Chat with Ms. Lacy via email about Luv's Brownies, or perhaps a book signing aundrea@luvsbrownies.com.

EDITORS:

For interviews/photos, contact Toni Beckham | 408.499.3664 | Toni@PRetCetera.com. Please email if a plain text version of this press release is required.

#