

The Pinchy Crab recognized as one of the top 200 mom-owned businesses

By The Pinchy Crab

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The Pinchy Crab announced today that it has been recognized as one of the top 200 mom-owned businesses in StartupNation's 2009 Leading Moms In Business Competition.

DEBORAH ZEHE VOTED ONE OF TOP 200 LEADING MOMS IN BUSINESS IN STARTUPNATION COMPETITION

ANNAPOLIS, MD – MAY 5, 2009 – The Pinchy Crab (www.thepinchycrab.com) announced today that it has been recognized as one of the top 200 mom-owned businesses in StartupNation's 2009 Leading Moms In Business Competition (<http://www.startupnation.com/leading-moms-2009>). The competition, sponsored by VerticalResponse, recognizes the achievements of mothers across the country who run outstanding businesses.

The Pinchy Crab has quickly become an indispensable resource for shoppers seeking the newest trends in the paper and gift industry. Customers can shop for birth announcements, party invitations, stationery and gifts. Besides fine stationery, unique personalized gifts are also a huge selling point for The Pinchy Crab. Adorable ceramic birth plates can be customized with new baby names and dates of birth - a perfect gift for any new mom.

"Moms across America were honored in this year's ranking, showing that they're capable of starting and running successful businesses while managing to balance family, career, home and self," said Rich Sloan, co-founder of StartupNation. "Well over 600,000 votes were cast in support of several thousand contestants. What an incredible achievement to be named a winner, and what an inspiration for anyone looking to start their own business."

"It's challenging for anyone to start and run a successful business – particularly in this economy. These women are setting the standard for innovation and creativity," said Janine Popick, founder and CEO of VerticalResponse.

StartupNation launched the first annual Leading Moms in Business Competition in January with the support of VerticalResponse to recognize the achievements of mom entrepreneurs across the US. Winners were selected and ranked according to public votes accumulated from January through March, 2009. The elite 200 win bragging rights, promotional support, and digital winner's emblems recognizing their achievements as the Leading Moms in Business.

"The Pinchy Crab was designed to help celebrate every important milestone in life -- from births and baptisms to weddings and retirements," Zehe says. "Our goal is to make each celebration even more beautiful with our superb collection of personalized stationery and gifts."

The Pinchy Crab carries top stationery designers such as Boatman Geller, Stacy Claire Boyd, Mainio and Take Note Designs. New Spring additions to this already impressive collection include Lilly Pulitzer, In Good Company and Peekaboo Pumpkin.

"I am so honored and excited to be recognized as a leading mom in business among such amazing and talented women." Zehe says.

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