



atlas

H O M E W A R E S

because style matters...

CONTACT:

Public Relations Agency / Publicist:
Linda Jennings
Jennings And Company
436 Woodland Drive • Sarasota, FL 34234
941-351-1005 • Fax: 941-351-0846
linda@jenningsandcompany.com

FOR IMMEDIATE RELEASE

Adrienne Morea and Atlas Homewares Place in Top Two Categories of the 2004 Stevie™ Awards—

The First-Ever National Competition to Honor the Most Progressive Women in Business

The Stevie Awards will be presented at a Gala Event on October 22nd in New York City.

(Glendale, CA – October 4, 2004) –Atlas Homewares and its style leader Adrienne Morea have garnered two top nominations in the 2004 Stevie™ Awards, the first-ever national competition honoring women entrepreneurs. As president and designer for the decorative hardware company, Morea's keen business acumen and progressive management style was fully recognized by the judges, who nominated her as finalist in the contest's "Best Entrepreneur" category. The second honor for "Best New Product of the Year" went to Atlas Homewares' Modernist Collection, a decorative hardware series influenced by the Post Atomic Age and the current trend toward Modern Mid Century.

The Stevie Awards for Women Entrepreneurs, www.stevieawards/women, is a new national awards competition recognizing the accomplishments of women small business owners in the United States. The awards are produced by the creators of the prestigious American Business Awards, hailed as "the business world's own Oscars" by the New York Post (September 22, 2002).

Winners will be announced on Friday, October 22 at the Marriott Marquis in New York City's Times Square. The master of ceremonies will be Bill Rancic, spokesperson for Advanta, which is sponsoring the awards and winner of the hit television show "The Apprentice."

More than 600 nominations from small companies in virtually every industry were submitted for consideration in 18 categories, including Best Entrepreneur, Best Young Entrepreneur, Best New Product and Mentor of the Year. With so many submissions, receiving two nominations is a real accomplishment for Adrienne Morea and her company Atlas Homewares.

The Stevie Awards nomination mirrors Morea's already growing respect and leadership in the previously male-dominated decorative hardware industry. In addition to a constant flow of product placements and profiles in glossy consumer magazines the likes of Better Homes & Gardens and House Beautiful, Morea was recently recognized for her entrepreneurial qualities by Ernst and Young, which presented her with its "Entrepreneur of the Year" Award. Her clients include national retail giants Lowe's, Expo Design Center, The Great Indoors and Restoration Hardware.



2004 Finalist



“I am thrilled and honored to be included in the ranks of the most visionary women in business today,” states Morea. “Being nominated in two top categories in the 2004 Stevie™ Awards spotlights the fact that there’s a growing market for more stylish decorative hardware.” Morea attributes Atlas Homewares’ escalating success to her dedicated and talented employees, who successfully support the company’s business strategy and have enabled it to take the idea of stylish hardware and turn it into an international business that sells to some of the largest retailers in the U.S.

Advanta Corp. (NASDAQ: ADVNB; ADVNA) is the exclusive sponsor of The 2004 Stevie™ Awards for Women Entrepreneurs, and has been committed to supporting the success of women in business for over 50 years. Founded as Teachers’ Service Organization, originally providing needs-based loans to teachers – mostly women – at a time when banks often did not, Advanta is now one of the nation’s largest issuers of MasterCard business credit cards to America’s small businesses through its subsidiary Advanta Bank Corp.

“The Finalists for the first-ever Stevie Awards for Women Entrepreneurs comprise the most dynamic women in business today. These entrepreneurs have accomplished innovative and extraordinary things while building their business,” said Dennis Alter, chairman and CEO of Advanta. “We congratulate all of them on their achievement.”

The Stevie Awards for Women Entrepreneurs are governed by a board of Distinguished Judges & Advisors that features many leading women entrepreneurs and figures in American business, including Carrie Fitzmaurice, publisher for Entrepreneur Media Inc.; Dr. Lisa Krinsky, chairman & president for SFBC International; and Dr. Betty Spence, president of The National Association for Female Executives.

The elegant Stevie trophy was designed by R. S. Owens, the same company that makes the Oscar and the Emmy.

Details about The Stevie Awards for Women Entrepreneurs and the full list of Finalists are available at <http://www.stevieawards.com/women/>.

About Atlas Homewares

Atlas Homewares, based in Glendale, California, designs and markets a “forward thinking” collection of decorative hardware including knobs, pulls, bath and spa ensembles, house numbers and switch plates. Headed by style director Adrienne Morea – the company has earned nationwide attention for its progressive design style and the Atlas products are the new “object of desire” for the home. The fashion hardware company’s lines are available at Lowe’s, EXPO Design Center, The Great Indoors, Restoration Hardware and upscale kitchen and bath showrooms nationwide. For more information, call 818-240-3500 or visit with www.atlashomewares.com, the single largest on-line supplier of artistic knobs and pulls.

About The Stevie Awards

Hailed as “the business world’s own Oscars” by the New York Post (September 22, 2002), Stevie Awards are conferred in three programs: The American Business Awards, The International Business Awards, and The Stevie Awards for Women Entrepreneurs. Honoring companies of all types and sizes and the people behind them, the Stevies recognize outstanding performances in the workplace worldwide. Learn more about The Stevie Awards at www.stevieawards.com.

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