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PSI BANDS HONORED WITH WELLS FARGO/NAWBO TRAILBLAZERS AWARD
Award recognizes innovation, growth and community service

Pacific Grove (June 25, 2009) – Psi Bands, along with two other women-owned businesses, was the recipient of the Wells Fargo & Company (NYSE: WFC) and the National Association of Women Business Owners® (NAWBO®) 8th annual NAWBO/Wells Fargo Trailblazer Award. The \$5,000 cash prize was awarded to each winner at NAWBO's 2009 Women's Business Conference in Chicago today.

The winners were selected from a nationwide pool of applicants and evaluated on their company's business performance, innovation, growth, and service to the community. This year's winners are:

Pacific Grove, Calif. – based **Psi Bands** develops, manufactures and sells stylish acupressure wrist bands for the relief of nausea due to morning sickness (pregnancy), motion sickness/travel, chemotherapy, and anesthesia. Since launching in October 2007, Psi Bands are now carried by multiple nationwide retail chains and online stores. A portion of the company's proceeds support Fertile Hope, a nonprofit organization that works with cancer patients whose medical treatments may cause infertility. Owners **Romy Taormina and Carla Falcone** were honored.

Wayzata, Minn. – based **Hope Chest for Breast Cancer**, sells donated upscale furniture, designer clothing and decorative accessories through two retail stores in Minnesota. A portion of the stores' earnings funds breast cancer programs including emergency financial support, education, research, treatment and hospice care. Owner **Barbara Hensley**, who started the company after losing her sisters to the disease, was honored.

DeSoto, Tx. – based **Warrior Group** provides construction and project management services and is a leading minority woman-owned provider of permanent modular buildings. In 2007, CEO and President **Gail Warrior-Lawrence**, who accepted the award, founded the Heart of a Warrior Charitable Foundation to provide educational enrichment programs for underserved children in Texas.

"It is our honor to recognize these three women-owned businesses with the Trailblazer Award," said Joy Ott, regional president for Wells Fargo in Montana and National Spokesperson for Women Business Services program. "These owners are running successful businesses and have found the time to give back to their communities and make a difference in the lives of others. They are all inspirational and embody the talent, passion and strength demonstrated by trailblazers."

It is inspiring to see women business owners continuing to prosper throughout the country," said Helen Han, NAWBO executive director. "This is the eighth year that we have presented this award and every year, we are impressed by the fortitude and drive of our applicants. We are privileged to welcome these business owners to our talented group of trailblazers."

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Wells Fargo & Company is a diversified financial services company with \$1.3 trillion in assets, providing banking, insurance, investments, mortgage and consumer finance through more than 10,400 stores, over 12,000 ATMs and the internet (wellsfargo.com) across North America and internationally. Wells Fargo is America's #1 small business lender in total dollar volume according to the most recent Community Reinvestment Act data (2007) and the #1 SBA 7a national bank lender in total dollar volume (2008). Wells Fargo has loaned close to \$39 billion to women, African American, Latino and Asian business owners since 1995.

Founded in 1975, NAWBO propels women entrepreneurs into economic, social and political spheres of power worldwide. Thirty years later, NAWBO is still the only organization that solely represents the interest of women entrepreneurs in all industries. The organization's mission is to strengthen the wealth-creating capacity of its members and promote economic development; to create innovative and effective change in the business culture; to build strategic alliances, coalitions and affiliations; and to transform public policy and influence opinion makers. Visit www.nawbo.org for more information.

Unlike similar products on the market, Psi Bands (pronounced "sigh bands," as in "breathe a sigh of relief") are fashionable as well as functional. They are the only anti-nausea wrist bands that are adjustable at both the acupressure point and around the wrist to fit the user and allow for swelling that sometimes occurs during pregnancy, travel and medical procedures. The FDA-cleared bands are also waterproof (no more soggy wristbands), reusable, and affordable. Psi Bands come two to a set and sell for \$14.99-\$19.99 per set. Cost varies per retailer and location. Psi Bands are available nationwide at your local Rite Aid store and Longs Drugs, as well as numerous other in-store and online locations. For a complete list of retailers and/or to learn more about Psi Bands, visit www.psibands.com.

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