

## Stevie Award Winners to Be Announced in New York in March 2007

[\[mosimage\]](#) Santa Monica, CA – January 10, 2007 – Soapdom, Inc. and [Soapdom.com](#) was named a Finalist today in the Website of the Year category in The 3rd annual Stevie Awards for Women in Business.

The Stevie Awards for Women in Business honor women executives, entrepreneurs, and the companies they run – worldwide. The Stevie Awards have been hailed as “the business world’s own Oscars.” (New York Post, April 27, 2005).

Nicknamed the Stevies for the Greek word “crowned,” winners will be announced during a gala event in New York in March. Nominated women executives and entrepreneurs from the U.S. and several other countries are expected to attend.

More than 600 entries were submitted for consideration in more than 40 categories, including Best Executive, Best Entrepreneur, and Best Community Involvement Program. Soapdom, Inc. is a Finalist in the Website of the Year category.

With a Marketing MBA from Fordham University, a BA in English/Journalism from the University of Florida, and ten years experience marketing online, Soapdom CEO, Linda Marshall-Smith, spearheaded the design, engineering and implementation of Soapdom.com. “The goal from day one was to present the content with a marketing focus, encouraging fans to continue to tune in to their favorite soaps every day,” said Marshall-Smith. “Guiding Light is celebrating its 70th anniversary in 2007. Soaps are long entrenched in our daily lives. Whether you’re a soap fan or not, everyone has a story about how a soap opera in one way or another impacted their lives.”

Soapdom.com combines community, news, show information, interviews, polls, e-commerce and other features like Soap Opera Baby Names and the Cybby Awards all designed to excite and engage the fans on a daily basis. Advertising and subscriptions complete the revenue model. Its robust content/advertising management and delivery system was built entirely with open-source applications. Updated as news breaks, Soapdom.com engages the soaps community, building awareness of soap-related initiatives and providing a fun, safe, playful place for fans to learn about and discuss their favorite soaps. Marshall-Smith’s focus in 2007 is to add video along with other expanded features.

“We want Soapdom.com to reach the fans at gut level,” said Marshall-Smith, “and being named a Finalist in The Stevie Awards for Women in Business, we’re well on the way. We congratulate the development team from neufoms design who was key in helping us realize

our vision.”

Finalists were chosen by business professionals worldwide during preliminary judging.

Members of the Awards' Board of Distinguished Judges & Advisors and their staffs select Stevie Award winners from among the Finalists during final judging.

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

“Being named a Finalist in The Stevie Awards for Women in Business is an important achievement,” said Michael Gallagher, president of the Stevie Awards. “It means that independent business executives have agreed that the nominee is worthy of recognition. We congratulate all of the Finalists on their achievement and wish them well in the competition.”

“Soapdom is honored to be named a Finalist in The Third Annual Stevie Awards for Women in Business in the Website of the Year category,” said Marshall-Smith. “We have worked hard to deliver a site that is informative, fun, and easy to navigate. It’s rewarding to know that our tireless effort is well received.”

Details about The Stevie Awards for Women in Business and the list of Finalists in all categories are available at [www.stevieawards.com/women](http://www.stevieawards.com/women).

### **About Soapdom, Inc.**

Soapdom, Inc. is a privately-held, woman-owned, B2B2C content delivery business promoting soap operas. Soapdom brings the fans to the soaps and the soaps to the fans via a high-profile internet presence and strategic industry partnerships. In addition to providing soap celebrities a venue to promote their participation in other projects, Soapdom.com, "Where Soap Operas Rule," offers up-to-the-minute breaking news on the world of soaps, its stars and storylines, delivering original and aggregated content through a dynamic, multi-media portal that provides virtual access to the industry from the inside out. Get Inside the Bubble™ of your favorite soap opera at <http://www.soapdom.com>

### **About The Stevie Awards**

Hailed as “the business world’s own Oscars” by the New York Post (April 27, 2005), Stevie Awards are conferred in four programs: The American Business Awards, The International Business Awards, The Stevie Awards for Women in Business, and the Selling Power Sales Excellence Awards. 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](http://www.stevieawards.com) .

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