



PRESS RELEASE

CONTACT: SHONNA JAMES  
SHONNA JAMES COMMUNICATIONS, LLC  
(602) 424-7822 or shonna@shonnajames.com

FOR IMMEDIATE RELEASE  
FEBRUARY 22, 2012

**KATHRYN PETTY NAMED “2012 WOMEN’S BUSINESS ENTERPRISE STAR”  
BY WOMEN’S BUSINESS ENTERPRISE NATIONAL COUNCIL (WBENC)**

*Scottsdale, Ariz. resident to be honored in March before 1,000 attendees at annual Summit*

**SCOTTSDALE, ARIZ.** (February 22, 2012) – Kathryn Petty, president and owner of Scottsdale, Ariz.-based White Lion Tea, will be one of 14 woman business leaders from across the country to receive the nation's premier award for excellence among women's business enterprises (WBEs), Thursday, March 22, 2012, at the Baltimore Marriott Waterfront in Baltimore. The Star Award will be presented by the Women's Business Enterprise National Council (WBENC) at its annual Salute to Women's Business Enterprises Summit.

Petty will be recognized before 1,000 corporate executives, WBEs and government and non-profit representatives for her leadership in the business community, her inspiration to other women business owners, and her active role at the helm of White Lion Tea.

“Kathryn is an outstanding leader and strategic thinker whose business is contributing to our economy and our future success,” said Pamela Prince-Eason, president and chief executive officer of WBENC, the leading advocate for, and authority on, WBEs as suppliers to the nation’s top corporations.

Petty was selected by WBEC - West for this national honor. WBEC - West is one of WBENC's 14 Regional Partner Organizations (RPOs) that process WBENC's world-class certification of WBEs, in addition to providing skill-building educational programs and business development opportunities with major corporations.

“Kathryn illustrates the contribution and ability women business owners have made, and continue to make, to this nation,” said Dr. Pamela Williamson, executive director of WBEC – West. “Kathryn has contributed to WBEC –West becoming the fastest growing Regional Partner within WBENC by being the 2010 Vice Forum Chair and the 2011 Forum Chair. Her contribution to WBEC - West cannot be measured. The WBEC-West board and staff are honored that Kathryn is a certified WBE and even prouder to have nominated her for such a prestigious award.”

( more )

**KATHRYN PETTY NAMED “2012  
WOMEN’S BUSINESS ENTERPRISE STAR”  
2 – 2 - 2**

According to Petty, the opportunity to be recognized by WBENC is an honor, and she believes being certified will continue to benefit White Lion Tea.

“Because I was certified, we had the opportunity to present our tea program to a single, high-end restaurant,” said Petty. “That single opportunity led the company to becoming a tea supplier for four large hotel and conference centers. Nine years later, this certification and our affiliation with WBENC continues to open numerous doors and provide momentum that will fuel our future growth.”

WBENC's Summit & Salute is part of a comprehensive two-day strategic educational program sponsored by Accenture and Ernst & Young LLP showcasing thought leaders and key business trends, and providing WBEs with vital access to WBENC Corporate and Government Members. In delivering sophisticated resources and senior-level networking opportunities, WBENC enables the long-term success of women's businesses and the corporations they serve.

**About WBENC:** Founded in 1997, WBENC is the nation’s leading third-party certifier of businesses owned and operated by women, with over 11,700 WBENC-certified WBEs and WBENC certification accepted by more than 1,000 corporations, representing America’s most prestigious brands. Throughout the year, WBENC and its RPOs provide opportunities for interactions between more than 250 member corporations and certified WBEs at business building events and other forums. WBENC is a 501(c)(3) non-profit organization that seeks and accepts donations from corporations, foundations and individuals who support its mission and programs. For more information, visit [www.wbenc.org](http://www.wbenc.org).

**About White Lion Tea:** Founded in 1998, White Lion Tea is a boutique food, beverage and bath products company that has grown from the simple concept of incorporating affordable luxuries into everyday life. The company offers an assortment of high quality, whole leaf, hand-harvested teas, as well as Honey Pearls<sup>®</sup>, Bath Pearls<sup>®</sup>, Spa Ciao<sup>®</sup>, and other gifts and amenities, packaged to appeal to national and International wholesalers and distributors, as well as retail consumers. Impressive White Lion or private-label packaging is custom designed to fit the look and feel of any business. For more information call (480) 607-5300 or visit [www.WhiteLionTea.com](http://www.WhiteLionTea.com).