

KEEP IT SWEET DESSERTS NAMED ONE OF 100 FINALISTS FOR AUDIENCE CHOICE AWARD IN MARTHA STEWART LIVING'S INAUGURAL "AMERICAN MADE" PROGRAM IN PARTNERSHIP WITH AVERY DENNISON AND THE UPS STORE

Local Business Selected from Nearly 2,000 Entries Submitted Nationwide; Voting Begins Online September 7

Audience Choice Winner Will Receive \$10,000, a Feature in Martha Stewart Living and Be Part of The "American Made" Artisanal Fair at NYC's Grand Central Terminal with Demonstrations, Tastings and Workshops, October 16-18, 2012

Weehawken, NJ, September 7, 2012 – Keep It Sweet Desserts announced today that it has been named one of 100 finalists for the Audience Choice Award in Martha Stewart Living Omnimedia's inaugural "American Made," a multimedia celebration of American artists, artisans and entrepreneurs presented in partnership with MSLO's inaugural sponsors [Avery Dennison's Office and Consumer Products division](#) and [The UPS Store®](#). Additional sponsors include [Toyota](#). The "American Made" program will celebrate 10 rising stars—plus an 11th Audience Choice winner—from a range of lifestyle arenas including food, fashion, design, community, gardening, crafts and technology. The winners will be honored guests at a celebratory event on October 16 and part of a unique pop-up experience at Grand Central Terminal.

The search for the Audience Choice winner began in August with an online nomination process on [marthastewart.com](#) in which more than 2,000 entries were submitted nationwide. Finalists were then selected by the editors of *Martha Stewart Living* and beginning today through September 24, will be put up for public vote at [www.marthastewart.com/americanmade](#). The Audience Choice winner—the finalist who receives the most votes—will be announced online October 8. The winning entrepreneur will receive \$10,000 to further his or her business, in addition to being featured in the December issue of *Martha Stewart Living*.

The Audience Choice winner will also win a trip to New York City to be part of the inaugural "American Made" event, an artisanal fair in Vanderbilt Hall at Grand Central Terminal on October 17 and 18. Consumers will be invited to take part in how-to workshops hosted by Martha Stewart, as well as other culinary, crafting, design and gardening experts from MSLO and around the country; they will also enjoy shopping, tastings and giveaways. As one of America's most successful creative entrepreneurs, Martha Stewart has made her career doing, teaching, and inspiring others to pursue what they love. Her example has encouraged countless others to follow their passions and launch their own businesses: chefs, bakers, caterers, gardeners, farmers, florists, landscape architects, product and clothing designers, ceramists, stationers, and more. Over the years, many of these artists and artisans have been featured in the pages of *Martha Stewart Living* magazine.

Avery® products empower small businesses to take their dream and turn it into a reality by offering Avery® labels, cards and free downloadable software to help them brand, sell and ship their handcrafted products.

About Martha Stewart Living Omnimedia, Inc.

Martha Stewart Living Omnimedia, Inc. (NYSE: MSO) is a diversified media and merchandising company, inspiring and engaging approximately 66 million consumers a month across all media platforms with unique lifestyle content, and has a growing retail presence with 8,500 products in thousands of retail locations. MSLO's four [magazine brands](#)—*Martha Stewart Living*, *Martha Stewart Weddings*, *Everyday Food* and *Whole Living*—are available in print, digital and App formats and also makes special issues, [books](#) and utility Apps available. The Company's [television](#) and video programming includes the new “Martha Stewart's Cooking School” series, slated for debut in Fall 2012, in addition to a vast library of how-to video available online. Martha Stewart Living Radio is available on SIRIUS XM Channel 110. MSLO also designs high-quality [Martha Stewart products](#) in a range of lifestyle categories available through select retailers, including The HomeDepot, Macy's, Staples (together with Avery), PetSmart, Michaels and Jo-Ann Fabric & Craft Stores. The Company entered into a strategic alliance with J.C. Penney Company, Inc., in which the two will build distinct Martha Stewart stores in jcpenny department stores, and jointly develop an e-commerce site, for a 2013 launch. The MSLO family of brands also includes [Chef Emeril Lagasse's](#) media and merchandising properties. Additional information about MSLO is at www.marthastewart.com.

About KEEP IT SWEET DESSERTS

Keep It Sweet Desserts is an online bakery specializing in delectable cookies and special event catering. Our kitchen is located just outside of New York City.

The mission is to bring you delicious baked goods that will put a smile on your face and satisfy your sweet tooth. Keep it Sweet Desserts will ship anywhere in the continental U.S., cater the dessert portion of your next party in the tri-state area, create delicious party favors and more. All of our products are made with fresh ingredients and lots of love.

Whether you only have a sweet treat once a day, once a week or once a month, we know that you want the indulgence to be good. All of our desserts have gone through extensive recipe iterations and taste-testing to ensure that biting into a baked good from Keep It Sweet Desserts is truly worth it: Worth your time, worth your calories, worth your money and worth your taste buds.

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