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FOR IMMEDIATE RELEASE

National Association of Women Business Owners Silicon Valley Chapter Partners with Asociación Mexicana de Mujeres Empresarias A.C.

Joint Commitment Will Expand Framework of Cooperation Between Groups

San Jose, CA – January 12, 2011 – The National Association of Women Business Owners Silicon Valley Chapter (NAWBO-SV) is pleased to announce its new international alliance with Mexican based Asociación Mexicana de Mujeres Empresarias A.C. (AMMJE). This is the first partnership of its kind for any NAWBO chapter in the United States.

While attending the NAWBO National 2011 conference in San Diego recently, AMMJE's President, Alia Lorena Ibarra de Arreola, invited NAWBO-SV to sign an alliance in recognition of the efforts made by NAWBO-SV's Griselda Quezada-Chavez, International Affairs Director, to bring global opportunities to the Members of NAWBO Silicon Valley. Their joint commitment is to continue to develop and expand a framework of cooperation between the groups.

“While I was in Yucatan, Mexico and signing the agreement I felt this was the beginning of changes to come for all business owners,” said Maxine Goulding, NAWBO-SV President. “I was thrilled at the prospect of bringing two women organizations together, not only to learn about business opportunities, but to learn from each other and how we do business in our respective countries. How we do business around the world is changing and we need to change with it or we will be left behind.”

“This alliance brings added benefits for our members to engage in the global marketplace,” said Griselda Quezada-Chavez, NAWBO-SV International Affairs Director. “The opportunities are abundant.”

The International Affairs Department of NAWBO-SV was created in May 2010. This was the first out of nine chapters in NAWBO California and among a few others nationally, to create a specific department dedicated to bringing forth global opportunities for their membership.

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About NAWBO

NAWBO-Silicon Valley is a Chapter of the National Association of Women Business Owners (NAWBO®). NAWBO® is the voice of America's 10.6 million women owned businesses and

since 1975; NAWBO® has helped women evolve their businesses by sharing resources and providing a single voice to shape economic and public policy. The National Association of Women Business Owners® is the only dues-based national organization representing the interests of all women entrepreneurs across all industries. NAWBO-Silicon Valley's activities include, among other things, chapter meetings, workshops, and seminars and the operation of a website is designed to provide an online community for members of the association. NAWBO-Silicon Valley is the first Chapter out of 9 in California to create an International Affairs Department dedicated to bringing forth international business opportunities for their membership. www.nawbo-sv.org

About AMMJE

AMMJE, a Yucatan, Mexico organization founded in 1965, brings together Mexican entrepreneurs of micro, small and medium enterprises. The National representation in the Mexican Republic includes 45 Chapters in 22 states and a 4,000 membership. Their Mission is to seek “unity of women entrepreneurs to work for better opportunities through participation, enabling the generation of jobs and wealth, and with the vision to position at the democratic level, economic political and social growth.” <http://www.ammjenacional.org/>