

One Seattle Area Small Business Refuses to Become a Victim of the Down Economy

Loyal Customers Come to the Rescue in a Capraesque Fashion

Redmond, WA, March 2, 2009 -- Savory Moment (formerly Month of Meals) customers have come to the aid of a beloved friend and business owner, Kay Conley, and helped her to beat the odds in this challenging economy. The company will celebrate its ten year anniversary on March 5th. The locally owned and operated small business is well known for serving up budget-busting, great-tasting meals that make it easy for busy, working families to share a nutritious dinner together.

Just five short weeks ago Kay and her husband Brent, were wondering if they were going to be forced to close their doors due to the impact the slowing economy has been having on their business. They feared that they were about to become another sad statistic among the thousands of small businesses and food businesses that are closing nationwide.

According to The National Federation of Independent Business, small businesses represent over 99% of all employers in the US and create 80% of all new jobs. Alarmingly a report issued by PNC Financial Services Group states that 29% of business owners are pessimistic about their company's economic prospects during the next six months, compared to 21% last spring and 10% last fall.

"Providing great tasting, cost-effective, healthy meals, is more than just a business to me – it is my passion. I was afraid that I might not be able to continue after 10 years of devoting my life to this", says Conley. "And I feared for my 10 employees who count on their jobs to support their families. Luckily, like many small business owners, I have a personal relationship with my customers. I sent out an email to let them know what was happening and asked for their help."

What happened next can only be described as "Capraesque". Like the final scene of the 1946 classic, *It's a Wonderful Life*, friends, neighbors, and customers rushed to Conley's aid and refused to let Savory Moment close their doors. Loyal customers bought more meals, past customers returned, many circulated emails at companies like Microsoft, Perkins Coie, and Boeing to make sure that others in need of Savory Moment's unique service knew about the company and it's cost-effective, chef-prepared meals. And three members of Conley's staff offered to take a portion of their pay in trade for meals.

The increased business and offers of assistance have allowed Conley to defy the odds created by the receding economy and to move forward on plans for growing her business in 2009.

This month the company will add Gluten Free meals to its menu. Gluten, a protein found in wheat, rye and barley, is found in most baked goods as well as a large majority of savory products. The market for gluten free foods and beverages in the US currently stands at almost \$800M, and is due to reach approximately \$1.7bn by 2010. Demand for gluten free products has surged in recent years on the back of an increased diagnosis of celiac disease, autism and gluten intolerance.

In addition, the company will offer free delivery to local office buildings and community drop points. Several companies such as Microsoft, Bellevue YMCA, Fred Hutchinson Cancer Research, Perkins Coie, City University and CyberSource have already expressed strong interest in the service.

"Although we are not out of the woods yet, I am thrilled to be celebrating our milestone 10 anniversary with a party instead of a tearful farewell" says an optimistic Conley.

Savory Moment 10 Year Anniversary Party

To celebrate their 10 Year Anniversary, Savory Moment invites the community to attend a party and enjoy savory menu samples and cake by Cake Fixation.

Longtime Customers (by personal invitation)

Date: Thursday March 5, 2009

Time: 12:00-1:00

Location: 18005 NE 68th Street Suite A-115, Redmond, WA 98052

(on the corner of Redmond Way and NE 68th Street)

Parking: Savory Moment is located just one block north from Whole Foods, and in the same building as Pomegranate Bistro.

Community Celebration

Date: Saturday March 7, 2009

Time: 11:00-2:00

About Savory Moment

Founded by Kay Conley in 1999, Savory Moment is the creator of Chef Prepared, ready made meals delivered to your door or pick up at the store. Savory Moment has been saving its customers time since 1999! Savory Moment accepts cash, credit cards, checks and gift certificates and is a Prime Card vendor.

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For more information and a complete listing of menu items and prices, go to: **www.SavoryMoment.com** or call **425-867-1516**