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Michelle's Miracle Closes First Tranche of \$1.5 Million Financing Tart Cherry Nutraceutical Manufacturer Selected to Present at Prestigious *All Things Life Sciences Venture Forum*

Leland, Michigan – September 30, 2009 – Michelle's Miracle, Inc the leading provider of tart cherry nutraceutical products announced today that it has closed its first tranche of Series A funding after raising approximately \$750,000 in equity.

Madison, Wisconsin-based Phenomenelle Angels Fund led the Series A round. Phenomenelle was joined by seed investors Fisher Properties of Muncie, Indiana, founders, prior investors and key suppliers. The funds are primarily earmarked for expansion of the management team, sales and marketing expenditures, and inventory purchases to facilitate growth in the rapidly expanding market for tart cherry nutraceutical and superfruit products. With the close of the Series A financing, the company has also announced that Joe Hildebrandt, Managing Director of the Phenomenelle Angels Fund, Lauren Flanagan, Managing Director of the Phenomenelle Angels Fund, and Jim Fisher, Executive Vice President, Fisher Properties, have joined the Board of Directors for Michelle's Miracle.

"Michelle's Miracle is attacking a large and rapidly growing market with a superior product and strong brand," said Lauren Flanagan, Managing Director, Phenomenelle Angels Fund. "We were impressed by the loyalty of their customers. Due to the efficacy of Michelle's Miracle products in relieving pain, the company is making customers for life," adds Flanagan.

Michelle's Miracle nutraceutical products are branded as Michelle's Miracle Tart Montmorency Cherry Concentrate and Michelle's Miracle CherriMax Tablets and are distributed nationwide through distributors such as UNFI and Tree of Life to stores including Whole Foods. Michelle's Miracle products are distributed in Canada by Immunotec.

"Michelle's Miracle nutraceuticals represent an important new growth market for Michigan's tart cherry growers. We are excited to be an integral part of enabling the company to scale up to meet demand," said Ron Prentice, President and General Manager, Cherry Growers, Inc.



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“Tart cherries have among the highest levels of disease-fighting antioxidants, when compared to other fruits. They also contain other important nutrients such as beta carotene, vitamin C, potassium, magnesium, iron, fiber and folate,” said Michelle White, founder and President of Michelle’s Miracle. “Emerging evidence links tart cherries to many important health benefits – from helping to ease the pain of arthritis and gout, to reducing risk factors for heart disease, diabetes and certain cancers. Tart cherries also contain melatonin, which has been found to help regulate the body’s natural sleep patterns, aid with jet lag, prevent memory loss and delay the aging process,” adds Michelle White.

Michelle White has been selected to present her company at Springboard Enterprises’ prestigious ALL THINGS LIFE SCIENCES Venture Forum on October 1st in Madison, Wisconsin and October 30th in New York, New York. This is the first venture capital forum where active angel, venture, and corporate investors get a preview of specially selected women-led life sciences companies who’ve been coached by the award winning, Springboard program.

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Michelle’s Miracle Inc is a privately held Delaware corporation based in Leland, Michigan, the tart cherry capital of North America. Michelle’s Miracle manufactures and sells branded and private label tart cherry nutraceutical products to wholesale, retail and ecommerce customers around the world. Michelle’s Miracle unique product characteristics include proprietary formulations, proprietary manufacturing processes, and exclusive long shelf-life packaging. For more information, please see the company website. www.michellesmiracle.com.

Phenomenelle Angels Fund I, LP is an early stage fund that invests in women and minority owned or managed businesses in Wisconsin and the Midwest. Qualifying businesses must have at least one woman or an ethnic minority holding substantial ownership or in an executive (C-level) position. Investors are limited to women who are accredited investors, and select entities. Phenomenelle invests in exceptional management teams that exploit proprietary technology to create breakthrough applications in the following market sectors: Information Technology, BioTechnology/Life Sciences, Clean Technology, Consumer Goods/Services and Communications. The Phenomenelle Angels Fund fills special unmet investment opportunities in women and minority owned and/or managed businesses. We leverage our investor base of successful women entrepreneurs as well as our experienced Business Advisory Board, Technical Advisory Board and Investment Committee to assist portfolio companies with recruiting, sales and marketing, strategic partnerships, board development, operations, finance and access to additional debt and equity capital. (www.phenomenellevc.com)



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Venture-Catalyst Springboard Enterprises is the go-to organization for information about and support for emerging growth ventures led by women. Springboard recruits, qualified, coaches, showcases, and supports women entrepreneurs as they seek equity capital and build their businesses. The 380 companies that have been showcased at Springboard forums have raised over \$4.5 billion in equity, grants, and corporate investments and provided positive returns for their investors including 7 IPOs. Springboard Enterprises is supported by Patron Sponsors AETNA Foundation; AON; Capital One Bank, NASDAQ Foundation; Venable LLP, Grant Thornton LLP, and The George Washington University and the Center For Entrepreneurial Excellence (CFEE). (www.springboardenterprises.org)