

Co-Presented by



Barb Stegemann Named One of Canada's Most Powerful Women in 2012 Awards

Celebrating 10th anniversary of Top 100 Awards, Women's Executive Network reveals 2012 Winners

Halifax- December 4, 2012 – The 7 Virtues Beauty Inc. congratulates Barb Stegemann for receiving a prestigious 2012 Canada's Most Powerful Women: Top 100 Award in the Trailblazers & Trendsetters category.

Marking a decade of celebrating female leaders, the Women's Executive Network (WXN) revealed the recipients of the 10th annual Canada's Most Powerful Women: Top 100 Award. Each year, these awards celebrate the professional achievements of women across the country in the private, public and not-for-profit sectors.

"Barb Stegemann is on a mission to lift others out of poverty through economic trade on fair terms, but it is her demonstrated caring for others that makes her a powerful woman and partner," says W. Brett Wilson, Philanthropist, co-investor, The 7 Virtues. "She's also truly a Canadian game changer, taking our brand globally in ways no one has ever imagined, making her a delight to work with, to mentor and to call a friend. I am glad we connected through our deal on Dragons Den."

Barb Stegemann joins a community of 653 women who have received the Top 100™ Award over the last decade, recognizing the highest achieving female leaders in the private, public and not-for-profit sectors in Canada. Winners are selected based on their strategic vision and leadership, their organization's financial performance, and their commitment to their communities.

"It's wonderful to see that caring about nations rebuilding is considered *powerful*," says Barb Stegemann, Author & CEO The 7 Virtues Beauty Inc. "I am very grateful for this honour and to be a key note speaker at the luncheon, to share our story in the company of other winners such as fashion visionaries, Bonnie Brooks, CEO of The Bay and Jeanne Beker."

Barb Stegemann is the author of the best seller, *The 7 Virtues of a Philosopher Queen – a Woman’s Guide to Living & Leading in an illogical world*, now in 4th edition. She is a popular key note speaker, sharing her motivating story and book to advance those around her. Her fragrance company became known to millions of Canadians when she became the first woman from Atlantic Canada to land a venture capital deal on CBC’s *Dragons’ Den*. With the support of her business partner, W. Brett Wilson, she has grown her company to four fragrances, sourcing essential oils from nations rebuilding from Afghanistan, Haiti and now The Middle East. She is the first female Honorary Colonel for RCAF 14 Wing Greenwood. The 7 Virtues fragrance collection is available at The Bay across Canada, Lord & Taylor NYC and Air Canada Duty Free. Her fragrances won the Chatelaine Beauty 100 Award this year and are ranked top 5 fragrances in Canada by Chatelaine. She lives with her husband, Mike Velemirovich and their children, Victor and Ella in Nova Scotia. www.the7virtues.com

“On behalf of the WXN community of 18,000 women, we congratulate each of this year’s Winners who we honour as part of the 10th year of the Top 100 Awards,” said Pamela Jeffery, Founder, Women’s Executive Network. “This is an extraordinary group of female leaders who join our community, and they truly embody the qualities WXN strives to recognize; they are dynamic, inspiring and engaging leaders blazing new trails for the next generation.”

Co-presented by Scotiabank and KPMG, WXN has awarded an outstanding group of women this year from a variety of industries ranging from corporate executives and entrepreneurs to trailblazers and trendsetters changing the world with their professional contributions. This year, WXN celebrates a decade of the Canada's Most Powerful Women: Top 100 Awards, paying tribute to the 653 incredible women who have received this honour to date, including 88 of whom who have joined the Top 100 Hall of Fame. The complete list of 2012 Top 100 Award Winners can be found at top100women.ca

Barb Stegemann will be celebrated on December 5 at the Sheraton Centre Toronto, where the Top 100 Award Winners will lead WXN’s afternoon leadership Summit, appropriately themed “An Afternoon of Inspired Leadership,” offering insight to the more than 400 women in attendance. Award Winners will then be celebrated at the Top 100 Awards 10th annual Gala Dinner that evening. Gala attendees will hear from Laureen Harper, who will present the Public Sector Leaders Award category, as well as from keynote speakers Jeanne Beker, entrepreneur and TV personality, and Bonnie Brooks, Hudson’s Bay Company President and CEO.

Top 100 Awards enjoys a strong commitment from corporate supporters. For a complete list of Partners, click here <http://www.top100women.ca/?w=top100.toronto>.

About the Women's Executive Network (WXN)

At WXN, we inspire smart women to lead. WXN creates and delivers innovative networking, mentoring, professional and personal development to inform, inspire connect and recognize our community of 18,000 smart women and their organizations in the pursuit of excellence. WXN enables our partners and corporate members to become and to be recognized as employers of choice and leaders in the advancement of women.

Founded in 1997, WXN is Canada's leading organization dedicated to the advancement and recognition of women in management, executive, professional and board roles. WXN is a Founding Member of the Canadian Board Diversity Council, dedicated to increasing the diversity of Canada's corporate boards. In the fall of 2008, WXN launched in Ireland, a first step in creating an international community of female leaders.

In June 2012, WXN Founder Pamela Jeffery was named the only Canadian resident to Fast Company's 2012 League of Extraordinary Women, in the leadership category. In its inaugural year, the League of Extraordinary Women recognizes 60 women from the world's largest companies, innovative start-ups, philanthropic organizations, government and arts for their dedication to changing the lives of women and girls everywhere. WXN is the only Canadian-based organization on the list. Other Charter members include Hilary Clinton and Melinda Gates.

As individuals, we can inspire and be inspired. To our community of members and partners, we thank you for inspiring WXN to lead.

More information and details are available at wxnetwork.com or top100women.ca.

-30-

For more information, please contact:

Jennifer Britton

Jennifer.britton@northstrategic.com

North Strategic (for WXN)

289-380-2327

Clare MacIntyre

Communications Consultant

claremacintyre@gmail.com

506-444-1623