



ADDIDI
INSPIRATION AWARD
FOR FEMALE ENTREPRENEURS
2009

NEWS RELEASE

HESTER PINNEY & HER CHAMPION,
CLAIRE BRYNTESON, WIN THE ADDIDI
INSPIRATION AWARD FOR FEMALE
ENTREPRENEUR THOUGH HISTORY

The Award was won by the Female Entrepreneur/Champion with the most votes in an online poll. Claire Brynteson, founder of www.buy-time.co.uk, was presented the Award by Juliet Wedderburn, the Head of Deutsche Bank's Private Wealth Management office in London, at the Award Reception at Trinity House on Thursday July 2nd.

"It was a hotly contested Award with over 1,000 votes being cast", says Anna Sofat, founder of Addidi. "The winner, Hester Pinney / Claire Brynteson, is a worthy winner. Hester Pinney (1658-1740) was a very successful and an enormously skilled investor in the newly emerging financial markets, despite a lack of formal education and tight family patriarchal control. Claire was an investment banker before launching her own company, Buy Time".

"I am delighted that Hester Pinney has won the Award", says Claire Brynteson, "Hester was not someone I had come across before this Award but having read all the research, I feel I know her intimately and can empathise with the issues she faced. She created a great deal of wealth for her family, it's a goal many women aspire to when they are setting up their own business or launching their careers".

A short list of 5 female entrepreneurs through history was drawn up, with the assistance of the historian Dr Nicola Phillips*. Each female entrepreneur had a modern day champion who is a successful business woman in her own right. List of short listed entrepreneurs and their champions is attached.

The Award was hosted by Addidi Business Angels** to recognise the success of female entrepreneurs and to encourage women with wealth to invest in small businesses. "Small businesses are the life blood of the economy", says Anna Sofat, founder of Addidi. "and whilst more women are setting up businesses very few are investing in this area. It is a high risk/high reward investment opportunity but by pooling together resources and expertise, we hope to spread our risk and increase the potential for high returns."

The Addidi Inspiration Award was presented in partnership with The Sorority, and was sponsored by Deutsche Bank Private Wealth Management and PSigma Investment Management.

Notes to Editors:

*Dr Nicola Phillips, BA, MA, PhD (London), is a Research Fellow in History in the Faculty of Arts and Social Sciences at Kingston University. She was previously a Lecturer in Modern British Women's History and Co-Director of the Bedford Centre for Research in Women's History at Royal Holloway, University of London. Her research focuses on women's work, gender, law and family conflict in the 'long' eighteenth century. *Women in Business, 1700-1850* was published by Boydell and Brewer in 2006.

**Addidi Business Angels is a private equity club for women – it is looking for 100 women to commit £20k each. This will give the members a collective pool of £2m to invest between £50k-£0.5m in small growth businesses. Currently less than 5% of business angels are women and the club has been conceived as a vehicle to encourage more women to invest in small business.

For further information on the Awards, Addidi, female entrepreneurs and their champions, please visit our website :www.addidiawards.com

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NOTES TO EDITORS:
ABOUT ADDIDI BUSINESS ANGELS
CREATE. INVEST. ENJOY.

Addidi Business Angels is a unique investment club providing successful women with the opportunity to pool their financial resources and expertise to back early-stage business ventures. It is being launched by Addidi in response to the fact that only 5% of business-angel investors in the UK are women* - meaning much of their capital and know-how is being denied to entrepreneurs (*University of Strathclyde).

The club is seeking 100 female members who will each commit £20,000, giving a pool of £2m for investment into small growth businesses. An investment panel will filter business proposals but the members retain decision making and control. The club aims to make angel investing more accessible, convenient and fun for its members. Addidi Business Angels is currently accepting applications for membership.

Addidi Business Angels has been set up by Addidi, a boutique wealth management and lifestyle service for women. It believes that wealth should be utilised to be good to ourselves and compassionate to others. .

FOR FURTHER DETAILS ON ADDIDI BUSINESS ANGELS PLEASE CONTACT ADDIDI



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THE SORORITY

The Sorority is an exclusive creative business club for professional women. Celebrating style and femininity, The Sorority seeks to nurture and sustain a collaborative network of excellence made up from the creative businesswomen destined to shape the future.

The Sorority celebrates creative expression among the independent and stylish professional women of today, shaping the world we will live in tomorrow. Each member of The Sorority has achieved something unique in her own life. We can achieve something even greater by coming together.

Derived from the Latin term for "Sister", our Sorors are independent and stylish women who epitomise the modern day femme fatale; confident and intelligent alpha females who pursue creative business with passion and integrity.

Yet The Sorority recognises the value of collaboration, forming an affinity with like-minded modern women.

FOR FURTHER INFORMATION PLEASE CONTACT

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The Private Wealth Management division has client assets of Euro 165 billion and over 4,000 employees in 90 offices in 31 different countries handling client accounts.

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PSigma is a union of a number of respected investment managers with a wealth of experience and accumulated knowledge, who decided to move from major investment banks to the less formal, but highly professional PSigma boutique. Unlike many of our competitor firms, a standard formula or broad approach to each client is not the way we operate. At PSigma, the experienced investment managers build customised portfolios to suit each clients' individual needs.

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