

LOCAL BUSINESSWOMAN FEATURED IN WALL STREET JOURNAL BEST SELLER

November 2008 (Dallas) – Greenwood Village, Colo., local Lise Clark is featured in a new book, *The Mary Kay Way: Timeless Principles from America's Greatest Woman Entrepreneur*. Clark was selected to be featured in the book because of her business acumen and long-standing history as a member of the Mary Kay independent sales force.

Clark started her Mary Kay business in 1984 and is now a Mary Kay Independent National Sales Director - the pinnacle of achievement within the Mary Kay independent sales force. Throughout the company's 45 year history, approximately 500 women worldwide have achieved this prestigious position. Only 53 of the U.S. based Independent National Sales Directors were selected for inclusion in the book. Clark is quoted in chapter 14.

Originally published in 1984 under the title *Mary Kay on People Management*, the book was out of print for 10 years before John Wiley & Sons, Inc. published the book under the new title, *The Mary Kay Way*. The new version has updated material, including a foreword by Mary Kay Ash's grandson, as well as first-hand perspectives from leaders within the Mary Kay independent sales force – many of whom worked alongside Mary Kay Ash.

The Mary Kay Way debuted as a Wall Street Journal Best Seller and is being sold online and at bookstores everywhere. The book is packed with timeless and proven business principles that Mary Kay Ash used as the guiding philosophies for her global cosmetics company. Easily considered one of the greatest female entrepreneurs in history, Mary Kay Ash's life is one of extraordinary achievement. She started her cosmetics company in a storefront in Dallas with nine Independent Beauty Consultants and \$5,000. Today, Mary Kay® products are sold in more than 35 markets worldwide by 1.8 million Mary Kay Independent Beauty Consultants.

"By writing a business book from a woman's perspective, Mary Kay Ash ensured that generations could benefit from her wisdom and advice and be inspired by her message," said Richard Narramore, John Wiley & Sons, Inc. senior editor. "The values Mary Kay addresses are relevant to entrepreneurs and business managers in any industry. When scandals seem to dominate the business world and backstabbing your co-workers has become a popular tool to advance one's career; Mary Kay's people-focused principles are a fresh approach to business. The book has received praise for its simple, timeless and ethical approach to business and to life."

THE MARY KAY WAY describes simple but effective core business principles including:

- **Praise People to Success.**
Let people know that you appreciate their performance and they will respond by doing even better. Recognition is the most powerful of all motivating techniques.
- **Develop People from Within.**
The best-run companies develop their own managers from within. In fact, it's a sign of weakness when a company goes outside too often for management personnel. The morale of the company is likely to suffer. People may begin to think that whatever they do, it won't be enough to advance and get the position they want.
- **Don't Rest on Your Laurels.**
Every person should have a lifetime self-improvement program. In today's fast-paced world, you can't stand still. You either go forward or find yourself behind the rest.
- **Be a Risk Taker.**
Encourage people to take risks, but don't come down too hard if they fail. If you do, they'll stop sticking their necks out to share a bright idea.

Before she passed away in 2001, Mary Kay Ash was founder and chairman emeritus of Mary Kay Inc. She was named the greatest female entrepreneur in American history in an academic study by Baylor University in 2003. In 2005, the Wharton School and PBS deemed her among the most influential business leaders. Mary Kay Ash consistently ranks as one of the world's great business leaders, in books ranging from *Forbes Greatest Business Stories of All Times* to *Lessons from Dead CEOs* and *How to Be Like Women of Influence*.

About Mary Kay Inc.

Mary Kay Inc., one of the largest direct sellers of skin care and color cosmetics, achieved another year of record results in 2007 with \$2.4 billion in wholesale sales. Mary Kay® products are sold in more than 35 markets worldwide, and the company's global independent sales force exceeds 1.8 million. To learn more about Mary Kay, log on to www.marykay.com or call 1 (800) MARY KAY (627.9529).

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