

PRESS RELEASE
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**A Marine Wife inspires an “Entrepreneurial Revolution”
within the Military Community...
Creating a National Design Trend & the First “Mentoring Foundation” for Military Wives!**



If you haven't heard of Roxanne Reed, the nationally recognized designer of Jane Wayne Gear it won't be long in a time of war and with Military Pride support stronger than ever! She is already known for her famous "Military Pride Candle Collections" that are sold across the country and Jane Wayne Gear is just the next creative step for this progressive designer.

The designers of Jane Wayne Gear are from every branch of service and each product designed by this amazing team is one of a kind and unique in character to reflect a trendy version of "military pride" gear! Jane Wayne Gear was the first to create this trendy twist when it launched the designs at the company's home base of Camp Lejeune, NC. In 2004.

"The company has been jumping like crazy ever since the day we offered pink and camouflage with our fun and trendy fabric; military name tapes and listed with our famous "gear" jargon", says Roxanne and what an honor she has received in seeing her private label become tagged as, "the originator and industry leader of the "trendy gear" revolution."

Awarded the trendiest new business in Jacksonville, NC in 2004 (Small Business Administration of the Chamber of Commerce), International recognition for two private labels, National contracts with the Marine Corps Association (<http://www.mca-marines.org/>), National contracts with MCCS, Online recognition from www.sqgtr.com, Sales support from www.thecorpsstore.com at USMC graduations, and after receiving a professional grant from the Small Business Administration Division of UNCW there is no stopping this gal and her mission! She's expanding into the retail divisions of all military branches in 2006 so show your support when you see a Jane Wayne Gear product.



How does she keep all this together? With the help of the sixty Military Wives that she has brought in around the country to build this Military Wives Design Empire, she maintains a cohesive organization with one goal in mind – to continue building opportunity for military wives across the country “one gear design at a time”. Schooled in Psychology and polished with an MBA in Marketing and Retail, she has forged the “First and Official” Design Company of Military Wives.

Not only does this design company recruit and support military wives across the country, but also a percentage of every JW Gear piece sold is used for the Jane Wayne “New Business” Foundation which aids in the funding and mentoring of Military Wives businesses across the country!

Thanks to the work and mentoring dedication of “all fired up”, the parent company of this private label, more than twenty military wives have enjoyed a successful launch of their own businesses this past year under the guise of the Jane Wayne Boutique! Such businesses and designers include the Glam Gal Boutique, The Crop Cupboard, The Country Cottonwood and many more!

A new storefront is opening at the Marine Corps installation 29 Palms February 15, 2006 to aid in providing retail shelter for fifteen more new “military wives” businesses that are joining the mentoring program!

As impressive as her resume stands, when you meet her face-to-face you wouldn't know this is the woman behind the “empire” as her counterparts call it. She's humble and full of energy and is the ultimate team player. As Kristie Battavio states, Lead Designer for the Jane Wayne Gear team, “Our success as a company is due to Roxanne's motto of “Loyalty Above all Else” and a willingness to do what ever it takes to make the teams successful.”

Mrs. Reed sums it up in her own words, “You have to be willing to get your hands dirty to understand how to build a successful company and for those that need my help and support I give them all I've got. I don't do this for the glory – I do it because I love my military community and I want to make a difference any way I can.” Jane Wayne Gear is not just a product – it's a philosophy of doing great things for our wives community.



*Ribbon Cutting of the newest Jane Wayne Boutique – Jacksonville NC (Camp Lejeune)

Source:
"all fired up" Board of Directors

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