

Lady Fortunes® Launches New Website With Improved Online Ordering Capacity and Innovative Design

Los Angeles, CA – Lady Fortunes Inc., a unique gourmet cookie and gift company, has launched a new Web site. The company, which is the Nation's premiere manufacturer of gourmet fortune cookies began taking online orders through its Web site in 2003. Now, through working with Mark Dietch & Associates and designer DJ Riemersa, it has launched an innovative, new Internet site.

The site, www.LadyFortunes.com, has a delicious new look and updated graphics, reflecting the company's unique and fun product offering in a fun and up-beat way. It also supports an online ordering system that integrates the gift company's back office operations and adds an extensive inventory management module, accounts receivable integration and an e-mail campaign management tool using Miva Merchant software.

"We can now go behind the scenes and monitor orders being placed," said Daria Artem, Chief Confectionary Officer. "The new site and order processing system helps get us even closer to our on-line customers, and lets us serve them better. The system can catch potential errors in orders like wrong zip codes or requested delivery dates."

Entrepreneur Daria Artem, formerly of ArtemPR founded Lady Fortunes Inc. when she came up with the innovative idea of offering true gourmet Giant Hand-Dipped & Decorated Fortune Cookies with a personalized message inside. She later began offering the cookies in a variety of flavors continuing to use only the finest Belgian Chocolates and other premium quality ingredients. This has made Lady Fortunes® ahead of all its competitors: beautifully presented and gift boxed, each cookie is a work of art, delicious to the last bite and uniquely personal.

For more information, or to place an order, visit www.LadyFortunes.com or contact Alex Emeira.

