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PRESS RELEASE

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Succeed on Purpose and PokeADotz Thank Walmart for its Unique Program to Encourage Entrepreneurs and Inventors

World's Largest Retailer Sponsors "Get on The Shelf" Program for Inventors and Entrepreneurs with over 4000 Semi-Finalists!

Irving, TX – [Succeed on Purpose](http://www.succeedonpurpose.com), a Dallas-based business incubator well known for high-growth businesses and passionate entrepreneurs, is excited about Walmart's Get on the Shelf Contest.

"This is exactly the kind of program our country needs to stimulate growth. Walmart nailed it. Implementing a Get on the Shelf program makes it easier for great ideas to make it to market. As a company dedicated to the entrepreneurial spirit, we applaud this effort," said Terri Maxwell, CEO of Succeed on Purpose.

Walmart, the world's largest retailer, is sponsoring this revolutionary program to give aspiring entrepreneurs and inventors a shot at the big leagues. Over 4000 contestants made it through the application process to the voting round.

PokeADotz, a Succeed on Purpose incubated business, entered the contest with a product that solves the biggest household problem: making hanging household items easy. PokeADotz's entry can be found at <http://www.getontheshelf.com/product/5103/Pokeadotz>, and its inventors Shawn Hamell and Eric Coffey encourage you to vote now.

"We are just ordinary guys who developed a patented solution for a common household challenge. To be accepted into this contest is amazing," stated Hamell, PokeADotz co-founder and CEO. "There are an estimated 112 million households in America, and each hangs an average of 126 items per household. That's a lot of PokeADotz!"

Coffey, PokeADotz co-founder and COO, added, "People say big business doesn't help the little guys, but Walmart proved that wrong. We are so passionate about our product and solving everyday household challenges and are grateful to Walmart for sponsoring this contest. Developing a patented product that people want was a blast. Getting the opportunity to pitch it to Walmart is a dream!"

The budding entrepreneurs found out about the Get on the Shelf Contest when their incubator/partner Succeed on Purpose told them about it. "We knew this was a perfect opportunity for our team to get noticed. PokeADotz is one of the best products in our portfolio, and we really think they have a great chance to win this contest," Maxwell stated.

About PokeADotz:

Developed by do-it-yourself inventors, PokeADotz provide a simple solution to hang anything, anywhere, quickly and easily without complicated tools or decisions to make. It combines American ingenuity and common sense to make hanging objects not only easy, but fun. For more information, visit www.pokeadotz.com

About Succeed on Purpose:

Succeed on Purpose is an Incubator/Accelerator that has launched fourteen businesses since 2010, three of which are on track to hit the million dollar mark in 2012. The company was featured in The New York Times, has been endorsed by the U.S. Chamber of Commerce, and was named Small Business Mentor of the Year by the National Association of Women Business Owners. The company is known for passionate entrepreneurs and game-changing business models.

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