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PRESS RELEASE -- For immediate release

## **Fourteen High-Impact Entrepreneurs from Egypt, India and Turkey Join the Endeavor Network**

ISTANBUL, Turkey, June 9, 2008 – Endeavor ([www.endeavor.org](http://www.endeavor.org)) invited fourteen high-impact entrepreneurs from Egypt, India and Turkey to join its network last week at an International Selection Panel held in Istanbul, Turkey.

These entrepreneurs represent eight companies, all of which are transforming the industries in which they work – a female-led family jewelry business that is creating the first luxury brand in Egypt, an organic farming and distribution company bridging the gap between Indian farmers and global market consumers while promoting sustainable agriculture practices, and an eco-friendly chemical solutions R&D firm that is revolutionizing the safety industry with a breakthrough flame retardant technology.

“Endeavor’s job is to identify the most promising entrepreneurs in emerging markets and help them scale their businesses. Last week, in Istanbul, we selected an impressive array of entrepreneurs that are running companies that will not only change industries but also create value-added jobs that are necessary for any growing economy. Through our work with high-impact entrepreneurs, Endeavor inspires a culture of entrepreneurship in traditionally risk-averse environments, leading to innovation and wealth generation.” said Endeavor Co-founder & CEO Linda Rottenberg.

The International Selection Panel is the culmination of a rigorous multi-step search and selection process where top business leaders interview and then offer guidance to entrepreneur candidates. Among the business leaders who participated in this panel were Aramex’s Fadi Ghandour, Orascom Telecom’s Naguib Sawiris, the Koç Group’s Ali Koç and Och-Ziff Holding’s Dan Och. Endeavor provides selected entrepreneurs with customized services from successful business mentors, Fortune 500 consulting firms and top U.S. business schools.

Endeavor provides selected entrepreneurs with customized services from high-level business mentors, Fortune 500 consulting firms and top U.S. business schools. The goal is to help these entrepreneurs scale their businesses and reach their high-impact potential.

### **About Endeavor**

Endeavor breaks down barriers that prevent emerging-market entrepreneurs from reaching their high-impact potential. Hailed by *NYT* columnist Thomas Friedman as the "mentor capitalist" model, Endeavor identifies entrepreneurs leading high-growth, innovative companies in emerging markets. These entrepreneurs are given world-class strategic advice, access to key networks and other tools that will catapult them to success. With Endeavor's guidance, they become “high-impact” – creating jobs, generating wealth and inspiring others to innovate. Often overlooked, these local entrepreneurs are jumpstarting private sector development in their countries.