



***For Immediate Release***

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**Dancing Deer Baking Company Becomes One of Massachusetts' First Benefit Corporations**

**(Boston, MA, December 5, 2012)** [Dancing Deer Baking Company](#) joined Senator Brian A. Joyce, members of the Massachusetts House and Senate, the non-profit B Lab and business owners from around the Commonwealth on December 3, 2012 to mark the first official day companies in Massachusetts could file as a Benefit Corporation, under a provision authored by the Senator and included in the Jobs Bill signed by Governor Patrick earlier this year.

A Benefit Corporation is a new corporate entity that allows businesses to meet higher standards of corporate purpose, accountability and transparency. In a traditional corporation, fiduciary duty focuses almost exclusively on increasing shareholder profits. Organizing as a Benefit Corporation allows companies like Dancing Deer to consider public benefit in addition to profits.

“Dancing Deer Baking Company was founded in Boston in 1994, and since its inception, has prided itself on being a company that not only understands its obligation to maximize financial returns for its shareholders, employees and customers, but also realizes the importance of being a leader in community, environmental and social matters,” said President and CEO Frank Carpenito. “Formally registering our company as an early adopter Massachusetts Benefit Corporation further reinforces our commitment to affecting greater positive impact on society and the environment, while hopefully encouraging other local companies to follow our lead.”

Dancing Deer is among the most admired brands in the consumer and corporate gifting marketplace, renowned for its superb quality, innovative products, socially responsible business practices and world class customer service. In 2009, the Company was one of the first 25

companies to earn Sustainable Business Leader status in the City of Boston as recognized by the Sustainable Business Network, and also earned recertification again this year.

The Company places an enormous emphasis on giving back to the community, most notably by helping homeless and at-risk families through its [Sweet Home Project](#) initiative. Thirty-five percent (35%) of the retail price of Dancing Deer's Sweet Home Project product line goes directly to fund college-level scholarships for deserving and financially needy mothers and fathers seeking to improve their lives and livelihoods through higher education. Sweet Home Project gifts are a meaningful way for corporations and individuals to give a gift that gives back during the holidays, and help turn cookie houses into real houses for those in need.

In addition, Dancing Deer expertly provides affordable, indulgent, gourmet brownie, cookie and cake gifts to businesses and organizations nationwide with its [Sweet Impressions Business Gift Program](#). The Company's longstanding reputation as a solid corporate citizen, now coupled with its status as an official Massachusetts Benefit Corporation, makes it an attractive gift partner for large and small businesses, particularly those in Massachusetts, who desire to send business gifts not only during the holiday season but also year round.

**About Dancing Deer Baking Company:**

Dancing Deer is a company of people who are passionate about food, nature, aesthetics and community. Since 1994, the company has been known for its delicious tasting all-natural brownies, cookies, cakes and baking mixes, which are sold in specialty, natural food and grocery stores nationwide and online ([www.DancingDeer.com](http://www.DancingDeer.com)) as gourmet gift arrangements for consumers and corporations. Dancing Deer has won many national awards and accolades for its distinctive products and innovative business practices, was one of the first 25 Massachusetts companies to be certified as a Sustainable Business Leader, and in 2012 became one of Massachusetts' first registrants as a Benefit Corporation. The company was awarded Elite status by STELLAService in recognition of its high quality customer service. For more information, visit [www.DancingDeer.com](http://www.DancingDeer.com).