

PRESS RELEASE

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GIRL SCOUTS of GREATER LOS ANGELES EXECUTIVE LEADERSHIP NOMINATED FOR LOS ANGELES BUSINESS JOURNAL AS *WOMEN MAKING A DIFFERENCE*

Award recognizes women of outstanding achievement in the Los Angeles business community.

LOS ANGELES, May 30, 2012 – Girl Scouts of Greater Los Angeles (GSGLA) announced its Chief Executive Officer, Lise Luttgens and Chief External Relations Officer, Carol Dedrich have been recognized as nominees for the Los Angeles Business Journal's "Women Making a Difference" Awards—with GSGLA CEO Lise Luttgens garnering nominations for both, Business Owner/CEO of the Year and Rising Star of the Year; and GSGLA CERO Carol Dedrich earning honor as Executive of the Year.

Ms. Luttgens' nominations emerge from her role in leading the challenge of Girl Scouts' mission of empowering and inspiring girls, young women and communities around the cause of girl leadership. Named the first CEO of the Girl Scouts of Greater Los Angeles (GSGLA) in 2008 when six councils merged into one, Ms. Luttgens has built a Board of Directors and a staff of 140 that continues to raise the bar on mission delivery and financial management. Her leadership has introduced Girl Scouting in underserved communities through innovative pathways firmly placing GSGLA as the fastest growing Girl Scout council (2011) in the country, and the 7th largest—growing local membership by 7% (compared to .3% national average). With over 59 million living Girl Scout alumnae, Ms. Luttgens is also shepherding the campaign to reconnect women of Los Angeles with their roots in Girl Scouting, due in part to innovative alumnae recruitment efforts. On December 5th, the council will host the *ToGetHerThere* Luncheon, heralding the cause of girl leadership and honoring the work of influential former Girl Scouts who are now leaders in their respective fields.

Since 2008, Ms. Dedrich has led the External Relations department through an incredible period of growth and success through Marketing and Fund Development initiatives and has served as the face of the Girl Scouts through local media appearances. Under Ms. Dedrich's direct leadership, the first-ever Girltopia: World of Girl Expo became the largest girl-expo in the nation attracting over 12,000 attendees and featuring more than 200 engaging and educational exhibits on leadership and Girl Scout core program areas. GSGLA's participation in the 2012 Tournament of Roses Parade® which featured a Girl Scouts 100th Anniversary Float, received the coveted Past President's Award and brought the Girl Scout message to nearly 40 million Americans nationally, as well as millions of international viewers in 220 territories around the world, could not have been achieved without Ms. Dedrich's leadership, guidance and dedication in coordinating marketing, volunteer and fund development teams in achieving this historic milestone.

Both Ms. Luttgens and Ms. Dedrich work passionately to help produce more expansive girl programming and elevated optimized opportunities for girls, particularly in STEM and business-focused programs by building and ushering in new relationships with corporate partnerships, some of which include Mattel, Ralphs/Food 4 Less,

TechMD, THQ, Toshiba, Toyota, Union Bank, and Wells Fargo to develop and underwrite programs for girls in the areas of leadership, arts, business, environment, healthy living, and science.

"GSGLA congratulates both Ms. Luttgens and Ms. Dedrich, as nonprofit champions whose passion and vision is leading GSGLA to its greatest potential. They are truly committed to creating opportunities for girls and young women with the ultimate goal of inspiring the greatest potential in female leaders and future female leaders." said Brenda Zamzow-Frazier, GSGLA's Chief Financial Officer.

About Girl Scouts of Greater Los Angeles

Girl Scouts of Greater Los Angeles serves more than 40,000 girls in partnership with more than 23,000 volunteers from over 350 diverse communities of Los Angeles County and parts of Kern, San Bernardino and Ventura counties. Girl Scouts of Greater Los Angeles is the largest girl-serving non-profit agency in Los Angeles. The council's programs engage girls in the areas of Arts & Culture, Business Smarts, Environment & Outdoor Adventure, Science Technology Engineering & Math (STEM) and Wellness & Healthy Living. To join, volunteer, reconnect or support, visit www.girlscoutsLA.org or call 1-888-GSGLA-4-U.

About Girl Scouts 100th Anniversary

Founded in 1912, Girl Scouts will celebrate a century of leadership in 2012 with events happening throughout the country. Hosting the organization's 100th anniversary float is just one of the ways Girl Scouts of Greater Los Angeles will help kick-off the organization's centennial year, and GSGLA will host a number of centennial celebrations, including Girltopia at the L.A. Convention Center on October 29; a float entry in the 2012 Tournament of Roses Parade; a Women of Distinction luncheon honoring former Girl Scouts and industry leaders; and a council-wide Camporee. For more information on 100th Anniversary opportunities, visit www.girlscoutsLA.org.