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EARNING POWER NAMES 10 TYPES OF MEN WHO EMPOWER WORKING WOMEN
Male leaders with these traits should be recognized on National Boss Day on Oct. 16

DANA POINT, Calif., Oct. 3, 2005 — Earning Power, the nation's only organization focusing on the inclusion of men in the development of women's equality, has identified the 10 types of men in leadership positions who help empower women in business.

"Anyone can spot a male chauvinist or the guy who seems helpful but really wants to romance women in the office; focusing on the negative doesn't help women and men achieve equality in business," said Rachel Bondi, Earning Power founder and chief executive officer. "Through our research, we've identified 10 types of men who help professional women as well as what motivates them to do so. National Boss Day is the perfect work place occasion to recognize these men and applaud them for their efforts."

National Boss Day offers employees an opportunity to recognize those in supervisory positions and will be observed in the United States on Oct. 16.

Bondi, a corporate anthropologist and former FORTUNE 100 executive, says the following types of male supervisors help women achieve workplace equality and empowerment. The first letter of each type identified spells out the word "empowering."

- 1. Economic Man** — He knows companies with women in leadership positions have greater profits and increased employee retention, and women customers account for 80 percent of all consumer spending. He promotes women to ensure his edge.
- 2. Minority Man** — He feels a kinship with women because he feels separated from the other men in the office because of his minority status. He empowers women by supporting work-life balance and diversity issues.
- 3. Project Man** — He knows his strengths and guarantees the success of his projects by delegating areas he's unqualified to do himself.
- 4. One Guy There** — He's always helping women because he's the token male in an all-female organization or an industry dominated by women.
- 5. Woman Lover** — This man enjoys women's characteristics and leadership styles. He partners with women, and promotes them and their ideas.
- 6. Extra-Father Guy** — He has his own wife and daughters but acts like a woman's surrogate father in the workplace, nurturing them to succeed.
- 7. Raised by Feminist** — A feminist's son grows into a man who is sensitive to women's causes. He backs women because he was raised to think it's the right thing to do.

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8. Insurance Guy — This boss values corporate or personal risk management, and hires and promotes women to avoid the appearance of discrimination or harassment. He'll often turn to the women he's promoted to vouch for his authenticity in helping women.

9. Now-Single Dad — He is raising children on his own. By promoting women and their workplace causes, he can take advantage of the same family leave, flex schedule and childcare benefits as women.

10. Great-at-Home Man — This man applies himself to child raising and home making, thereby empowering women to become breadwinners or co-earners along with him.

A full description of the 10 Types of Men Who Empower Working Women is available at <http://epowertv.blogspot.com/2005/06/10-types-of-men-that-empower-working.html>.

About Earning Power

Earning Power is the nation's only organization focusing on co-sexuality and the inclusion of men in the development of women's equality. Founded by corporate anthropologist and former FORTUNE 100 executive Rachel Bondi in 2005, Earning Power pioneered the concept of co-sexuality, or cooperative sexuality, to describe a state of equal rights for men and women in which both genders work together toward empowering each other. In a co-sexual business climate, neither gender belittles or mimics the other, but instead works together with respect, contributing diverse skills. Earning Power offers expert advice and professional consulting services to help companies and individuals bring co-sexuality into their organizations. Earning Power can be found online at www.earningpower.org.

For more information, call (949) 394-1811.

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