



GO MOM![®] Timeline

1996 Molly Gold envisions her perfect planning solution one quite afternoon while rocking her first born to sleep and scribbles her format on the back of a piece of scratch paper.

1999 Molly publicly declares her New Year's Resolution to longtime friends and family to take action on her long held dream of creating a planner designed to meet the unique needs of Moms and bring it to market for the New Millennium.

2000 GO MOM![®] Planner Debuts at Baby Faire Trade Show March 17, 2000, Chantilly, VA. The booth is staffed by Molly, her father, husband, and sister and they are thrilled to arrive in market.

2001 Product is sold exclusively online; every order carefully processed, packaged, and shipped with the love and care of Dick Hayden, Molly's Dad, from his basement in Burke, VA.

2002 GO MOM![®] secures a license partnership with Mead Westvaco with the hope of bringing planners and more to mass market in stores Moms love to shop. Molly appears on ABC's Good Morning America and Fine Living Network's Simplify Your Life series.

2003 Molly takes a break to have baby Abigail but approves pages proofs 10 days later!

2004 GO MOM![®] Products arrive in Target stores nationwide and are fabulously successful.

2005 Product placement expands into other retail outlets and line grows to include various formats, however our spiral bound planner is still most successful. Molly appears on NBC's The Today Show Weekend Edition

2006 Product line expands to include GO MOM![®] School and Home Organizers and additional office market placement. Molly is tapped to be on the Mr. Clean Team Expert Panel and is a featured expert in the Expert's Guide to the Toddler Years, Ettus.

2007 With products in multiple outlets, Molly focuses on raising brand awareness through her website, www.gomominc.com, and countless media interviews. Molly is tapped for the Inaugural Kenmore Make It Simple team Home Management expert, TiVO Mother's Day Media Tour Mom, and the lead expert and selected show launch media personality for Fine Living Network's new series, Time Makeover.

2008 Mead Westvaco redesigns the GO MOM![®] product line along with the entire DayRunner collection, introducing the innovative Tri-fold Organizer and expanding pocket School Organizer. As well, product placement shifts to office markets. Molly serves as Yum Brands' Pizza Hut Fall Campaign focused on Moms Time Management.

GO MOM![®]
Schedule. Organize. Grow.[®]



Media Kit

2009 GO MOM![®] ends its partnership with Mead Westvaco enabling the company to seek new opportunities across all home organization and time management product categories. The company relaunches its website as Molly enters the worlds of Social Media, Mom Vlogging, Public Speaking, and New Baby Organization. Molly's national reputation as a leading expert in family time management and home organization thrives as she writes regular features for Scholastic Parent & Child and Breathe Magazine, has a full page feature in Better Homes & Gardens back to school issue, and lands a feature story about her journey in Southern Living Magazine. Molly breaks down and finally joins the National Association of Professional Organizers.

2010 GO MOM![®] returns to the planner market with an entirely new focus on customer independence introducing the DIY GO MOM![®] Planner. A completely downloadable, PDF version of The GO MOM![®] Planner first released by company founder Molly Gold in 2000, it is designed to allow Moms to do-it-yourself by printing out the sections she needs and assembling them in the binding she prefer. Molly also authors her first EBook, The GO MOM![®] Guide to Family Time Management, launches GO MOM![®] Live on www.MomTV.com, and is invited to attend some of the Social Media Industry's most heralded Mom Events of the year, including Disney Social Media Moms, Procter & Gamble Fabric Care University, Build-A-Bear Connecting in the Cybear Century Brand Building Workshop, BlogHer, and Type-A-Mom Conference.

GO MOM![®] Schedule. Organize. Grow.[®]

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