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Success for Beverly Hills Minority-Owned Businesses

Los Angeles, CA – December 8, 2004 – Beverly Hills business owners Elizabeth An and Elgin Charles are among the entrepreneurs featured on the award winning small business television show *Making It! Minority Success Stories*. The program goes beyond profiling the just the glamorous side of business ownership. It tells the stories of how a person can overcome adversities and obstacles to become a successful entrepreneur. Ms. An's and Mr. Charles' stories can be seen this December and next January on KTLA WB Channel 5.

Elizabeth An and her family own and operate Crustacean, an upscale Euro-Vietnamese fusion restaurant. In 1997, after opening their first southern California location in Beverly Hills, Crustacean quickly became a hit, receiving rave reviews with one publication calling it "the best new restaurant in America". On the show, viewers will hear about how An's family achieved this accolade as well as their very expensive difficulties expanding to Las Vegas.

Elgin Charles is the proprietor of one of the very few African-American owned salons in Beverly Hills. He saw an overlooked segment in the market, lined up a key backer and took a leap of faith. His business has expanded to include a line of hair care products and today the Elgin Charles Salon serves an array of clients including high-profile Beverly Hills residents.

Making It! is a four-time Emmy Award winner for Best Informational/Public Affairs Series. Nearing its 16th consecutive year on the air, *Making It!* is designed to educate, inspire, and encourage the entrepreneurial spirit in its multi-ethnic viewers. The show has earned recognition from all levels of government and is America's most lauded small business television show. The program can be seen Sundays at 6:30am on KTLA-WB channel 5 in Los Angeles. It is also broadcast in San Francisco, Sacramento and San Diego.

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If you would like more information about this topic, please call Howard Lim at 323-460-5253 or email Howard at hhlім@tribune.com.