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FOR IMMEDIATE RELEASE

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re:invention CEO, Kirsten Osolind, To Write Monthly Column In Entrepreneur Magazine.

New Marketing Resources Column Penned By Kirsten Osolind to Debut in February 2005 Edition.

Chicago, IL – February 1, 2005 – re:invention announced today that Entrepreneur Magazine has tapped founder and CEO Kirsten Osolind to write a monthly marketing column highlighting trends and resources for entrepreneurs. The column, "*Flash! by Kirsten Osolind*," will appear each month in Entrepreneur Magazine and on Entrepreneur.com

This marks Osolind's first column in a national magazine. Entrepreneur Magazine has the largest newsstand circulation of any business monthly with a total ABC-audited circulation of 540,000. Entrepreneur Magazine and Entrepreneur.com deliver nearly 5 million viewers each month.

Kirsten Osolind founded re:invention, inc. (www.reinventioninc.com), a Chicago-based marketing company that specializes in marketing strategy, promotions, and P.R. for women-led businesses, in 2002. re:invention has worked with some of the nation's premiere women entrepreneurs including former Springboard Enterprises Venture Forum alumnae. In June 2004, re:invention produced the "Venture Funding for Women Entrepreneurs Report" in partnership with Los Angeles-based Growthink Research. The groundbreaking report analyzed the discrepancies in venture funding allocated to male- and female-led firms and was featured in BusinessWeek Small Biz, Entrepreneur Magazine, Inc. Magazine, Women eNews, and over 50 U.S. daily newspapers and business journals. Before founding re:invention, Ms. Osolind was the National Marketing Director for Whole Foods Market. She has also served as Director of Advertising and Media for WebMD, managed ethnic marketing and media planning for half of all General Mills brands, and brand-stewarded Cool from Nestea (at The Coca-Cola Company) and Head & Shoulders (at Procter & Gamble). Ms. Osolind was honored as a Stevie Awards for Women Entrepreneurs finalist in 2004 in the "women helping women" category and edits re:invention's resource-rich BLOG for women entrepreneurs (recipient of Web Digest for Marketers "Best Marketing BLOG" and Marketing Sherpa's "Best Small Business BLOG, Honorable Mention" awards).

The first "*Flash! By Kirsten Osolind*" column will appear in Entrepreneur Magazine's February 2005 edition.

About re:invention, inc.

re:invention is a marketing consulting company for women-led businesses – from smart starts with \$1 million in revenues to Fortune 500 companies. re:invention services include all phases of marketing, promotion, and public relations. Clients are served via re:invention's nationwide associate network of senior-level women micro-business entrepreneurs (designers, publicists, strategists) selected to "custom-fit" a client's industry, company, and immediate needs. re:invention serves as a fully outsourced marketing department for clients and a business development and promotions partner for re:invention associates. Visit re:invention on the Web at www.reinventioninc.com or call (312) 421-0311.

About Entrepreneur Magazine

Entrepreneur Media Inc. is an organization of people dedicated to empowering entrepreneurs worldwide to start and grow successful companies. To provide entrepreneurs with the relevant information they need to make informed decisions, Entrepreneur Media Inc. offers a full range of products and services. Entrepreneur and Entrepreneur.com deliver nearly 5 million viewers each month.

