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For Immediate Release

RE:INVENTION CEO Appointed to National NAWBO Leadership Community

Osolind to serve as National NAWBO Public Policy Forum Chair

Chicago, Ill. (June 27, 2006) – RE:INVENTION, INC., a leading full-service integrated marketing agency that helps corporations market to women entrepreneurs and executives, today announced that CEO Kirsten Osolind has been appointed to the National Association of Women Business Owners® (NAWBO®) National Leadership Community. NAWBO is the national voice of America's 10.6 million women-owned businesses, representing the interests of all women entrepreneurs across all industries. Osolind will serve as the National NAWBO Public Policy Strategic Forum Chair throughout 2006-2007.

The formation of NAWBO's Strategic Forums is part of the 2006-2007 organization's new governance structure. Five strategic forums and a National President's Assembly will comprise NAWBO's Leadership Community alongside NAWBO Directors.

"NAWBO is pleased and privileged to have Kirsten join us as the leader of our National Public Policy Forum," said Carol Kuc, National NAWBO President and CEO of Complete Conference Coordinators. "This is the inauguration year for our Strategic Forums and we know that Kirsten will do a fantastic job of leading us into the future."

Osolind, the former National Marketing Director of Whole Foods Market, has previously served on the Chicago NAWBO Board of Directors and 2005 Midwest Springboard Enterprises Venture Forum Steering Committee. Throughout 2005, Osolind chaired the first Illinois NAWBO Inter-Chapter Planning Council and first YWCA Chicago Future Leaders Board. She was recently elected to the Economic Club of Chicago, known as the "Who's Who and Who's To Be" of Chicago's business and professional life. Osolind is also a former monthly marketing columnist for Entrepreneur Magazine.

For more information about NAWBO's National Leadership Community please visit:
<http://www.nawbo.org/cms/index.php?pid=154>.

About RE:INVENTION, INC.

RE:INVENTION, INC. (www.reinventioninc.com), is a leading full-service integrated marketing agency that helps corporations profitably market to enterprising women entrepreneurs and executives. Since 2002, RE:INVENTION has represented over 30 clients including TypeA, Genworth Financial, Nu-World Foods, PhatNoise, iDC, Springboard Enterprises, and Northwestern's Center for Women Entrepreneurs in Technology. Visit RE:INVENTION on the Web at www.reinventioninc.com or call 312.635.1350.

About NAWBO

Founded in 1975, NAWBO propels women entrepreneurs into economic, social and political spheres of power worldwide. Thirty years later, NAWBO is still the only organization that solely represents the interest of women entrepreneurs in all industries. The organization's mission is to strengthen the wealth-creating capacity of its members and promote economic development; to create innovative and effective change in the business culture; to build strategic alliances, coalitions and affiliations; and to transform public policy and influence opinion makers. Visit www.nawbo.org for more information.

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