

Contact:

Melissa Reinert
RE:INVENTION INC.
312.635.1350, ext. 719
melissa@reinventioninc.com

For Immediate Release

RE:INVENTION CEO Selected for NAWBO's Inaugural Candidate Training Program
NAWBO'S Candidate Training Program Scheduled for April 26-28, 2007

Chicago, Ill. (April 17, 2007) – RE:INVENTION Marketing, a nationally-noted marketing and PR firm that helps companies market their products and services to working women, announced today that Founding CEO Kirsten Osolind has been selected to participate in the National Association of Women Business Owners' ® (NAWBO ®) inaugural Candidate Training Program.

Through generous support from the Wal-Mart Foundation, NAWBO's Candidate Training Program will provide ten strong, forward-thinking, politically-minded women from across the country the opportunity to interact with local, state and national female political leaders in efforts to learn about campaign management and grassroots activism. The program will be conducted by the Women & Politics Institute at American University in Washington D.C. April 26-28, 2007.

Osolind, the former National Marketing Director of Whole Foods Market, currently serves on the National Leadership Council for NAWBO (The National Association of Women Business Owners) as National Public Policy Chair. A member of the Stevie Awards for Women in Business National Board of Advisors and Judges, Osolind also chaired the first YWCA Chicago Future Leaders Board, was elected to the prestigious Economic Club of Chicago, and has been a featured speaker or panelist at annual conferences held by WorldWIT, NYU, Duke, Northwestern's Small Business Opportunity Center, Chicago Women in Publishing and more. An "agent for working women," Kirsten has been noted or quoted in 500+ women's and business publications including Business Week, Inc., and Redbook.

About RE:INVENTION Marketing

RE:INVENTION Marketing is a nationally-noted marketing and PR firm that helps companies market their products and services to working women. Crain's Chicago Business lists RE:INVENTION as one of the city's leading boutique PR firms. Since 2002, RE:INVENTION has delivered results for Fortune 500 clients like Genworth, leading women's organizations like Springboard Enterprises, and high growth businesses. Learn more: www.reinventionmarketing.com or call 312.635.1350.