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FOR IMMEDIATE RELEASE

Media contact:

Kirsten Osolind, **re:invention, inc.**

312.804.9914

Kirsten@reinventioninc.com

re:invention, inc. Announces Founding Advisory Board

re:invention, inc. Advisory Board includes seasoned business, agency, and entrepreneurial leaders.

Chicago, IL – August 23, 2004 – re:invention, inc., the marketing services network for women-led businesses, today announced appointments to its founding Advisory Board. The re:invention Advisory Board includes seasoned business, agency and entrepreneurial leaders. Board Advisors were selected from diverse disciplines, each critical to an entrepreneur's profitable growth. The Board will provide hands-on expertise and advice to management.

Five founding Advisory Board members have been appointed: Deborah House, Carol Nichols, Kent Matlock, Shelia McCormick, and Kara Cenar. Deborah House has been designated Board Chair. Her term runs through September 2005. An overview of the re:invention Advisory Board:

ADVISORY BOARD CHAIR AND BUSINESS PROFITABILITY ADVISOR....

Deborah House, CEO of The Adare Group, a strategy and profitability consulting firm. A CPA, Ms. House brings a wealth of experience from financial executive positions at McDonald's Corporation, Amoco Corporation, GATX, and Fifth-Third Bank. Ms. House's published works have appeared in The Handbook of Business Strategy, The U.S. Business Review, and Darwin. Ms. House co-led the financial turnaround of The Nonprofit Financial Center (NFC) as Director and Business Development chair. She sits on the advisory boards of Ageless Boundaries, LLC and the National Association of Women Business Owners, where she chairs the Board Appointments Committee. Ms. House received The Chicago Business Ledger's Influential Women in Business Award in 2003 and was profiled in Crain's Chicago Business Special Report on Women Entrepreneurs as the new "ideal" director candidate.

CAPITAL AND FINANCING ADVISOR.....

Carol Nichols, SVP of Small Business Banking, Bank of America – Central Region. Bank of America is the No. 1 Small Business Administration lender in the United States with over 33 million customers. Ms. Nichols has over 23 years of commercial banking experience and most recently served as Senior Vice President and Texas manager of Small Business Banking for JP Morgan Chase. She is also a co-founder of the Texas Women Ventures Fund, a unique fund providing growth capital to women-owned or women-led businesses. She serves on the Springboard Enterprises Venture Capital Forum Executive Committee. A graduate of Leadership Texas and a director of the Texas Business Hall of Fame, Ms. Nichols is a community leader and small business advocate. She received an MBA from Tulane University and a BA in Economics and Political Science from the University of Georgia.

DIVERSITY MARKETING AND AGENCY OPERATIONS ADVISOR.....

Kent Matlock, Chairman and CEO of Matlock Advertising and Public Relations, one of America's most successful multicultural agencies. Mr. Matlock has built a distinguished career as a crisis communications and marketing strategist. From re-engineering the image of Denny's on racial discrimination charges to assisting Publix Super Markets with a successful expansion strategy, Mr. Matlock's operating principles for success are rooted in strategy, creativity and discipline. A graduate of Morehouse College, Mr. Matlock has propelled groundbreaking Matlock Advertising and Public Relations campaigns for some of the world's most recognized brands, such as Coca-Cola, Revlon, Dell Computer, BellSouth, Georgia-Pacific and BMW of North America. Mr. Matlock currently serves on the board of directors for the Fernbank Museum of Natural Science, The Alliance Theatre and the Southern



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Christian Leadership Conference. He is a member of the National Press Club, the Atlanta Advertising Club and the Public Relations Society of America.

EMERGING BUSINESS LEADERSHIP ADVISOR.....

Sheila McCormick, Vice President of Marketing and Communications, HealthCore (a division of WellPoint Health Networks), and former President and CEO of Click Communications, Inc., a strategic marketing and consulting firm. Under Ms. McCormick's leadership, Click rose to consecutive double-digit annual revenue increases. Click clients included Abbott Laboratories, Allstate Financial Services, Deloitte, GE Capital, LaSalle Bank, Motorola, and Walgreens. Ms. McCormick negotiated the successful sale of the company in September 2003. A nationally recognized marketing expert with 20 years experience, Ms. McCormick has been featured in The Wall Street Journal, CBS MarketWatch, Crain's Chicago Business, Bloomberg Radio and a variety of industry publications. Her work has been recognized by the Public Relations Society of America (PRSA), The International Association of Business Communicators (IABC) and the Chicago Financial Advertising Association. Ms. McCormick is an active member of the Young Entrepreneurs Organization.

INTELLECTUAL PROPERTY ADVISOR....

Kara Cinar, principal at Welsh & Katz, Ltd., an intellectual property (IP) law firm with offices in Chicago and Washington, D.C. With more than 15 years of IP law experience, Ms. Cinar is one of the most sought after women IP attorneys in the United States. She has vast experience in the enforcement of trademarks and copyrights against counterfeiters, representing distinguished clients, including Ty Inc. against counterfeiters and infringers of the popular Beanie Babies plush toys, Hard Rock Café against counterfeiters of the famous Hard Rock Café T-shirts, and General Electric Company against counterfeiters of genuine GE parts, manuals and software. An active supporter of women entrepreneurs, Ms. Cinar serves as President - Elect, Chicago Chapter, National Association of Women Business Owners (NAWBO), the nation's largest NAWBO Chapter. Ms. Cinar also serves on the Board of Directors for the American Foundation for the Blind.

"With these appointments, re:invention can scale its marketing services network nationwide." said Kirsten Osolind, re:invention founder and CEO. "re:invention is building a new consulting model based on women entrepreneurs helping women entrepreneurs succeed. Our goal is to become an outsourced marketing department for our women-led business clients and a full-service promotion and placement agency for our re:invention associates."

Deborah House, Board Chairperson, added: "The Advisory Board will help re:invention achieve its mission to dramatically accelerate the growth of women-led businesses, which generate \$2.3 trillion in sales and employ 19 million people nationwide."

A profile of re:invention's Advisory Board can be viewed at: <http://www.reinventioninc.com/index.php?link=board>

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About re:invention, inc.

re:invention, inc. is a marketing consulting company dedicated to women-led businesses – from smart starts with \$1 million in revenues to Fortune 500 companies. Our services include all phases of marketing, promotion, and public relations. We're building an unconventional business model based on women entrepreneurs helping women entrepreneurs succeed. Clients are served via re:invention's nationwide network of senior-level women micro-business entrepreneurs (designers, publicists, strategists) selected to "custom-fit" a client's industry, company, and immediate needs. We've stitched together the best and the brightest marketing professionals– each with 10 or more years of experience and high performance track records. Our goal is to shorten the time and money it takes for our clients to find experienced marketing advisors for their business. Visit re:invention on the Web at www.reinventioninc.com or call (312) 421-0311.

