

re:invention

C O N S U L T I N G

" MARKETING SERVICES FOR WOMEN-LED BUSINESSES "

press announcement

FOR IMMEDIATE RELEASE

Contact: Kirsten Osolind, Founder and Principal Consultant, re:invention
Ph – 312.421.0311
Kirsten@reinventioninc.com
<http://www.reinventioninc.com>

re:invention, inc. Weblog Named to Bestselling Author Seth Godin's 2004 Bull Market Directory

Seth Godin's latest ebook, Bull Market, includes re:invention, inc. weblog for women entrepreneurs along with 500 premiere marketing companies and resources.

CHICAGO, ILLINOIS — May 5, 2004 — Seth Godin, entrepreneur and author of the bestselling book Purple Cow, today announced the inclusion of re:invention's weblog (<http://www.reinventioninc.blogspot.com>) in his 2004 Bull Market Directory, a resource for connecting organizations with some of the world's most creative thinkers. re:invention, inc. offers marketing services for women-led businesses including brand strategy, retail strategy, and all phases of marketing, promotion and public relations.

In early 2004, Godin issued a call for entries seeking the world's most innovative copywriters, brainstormers, advertising agencies, prototypers, designers, artists and more. The 2004 Bull Market Directory features re:invention and is expected to reach more than one million people (Godin's Unleashing the Ideavirus was the most downloaded e-book in history).

Godin's Purple Cow appeared on New York Times, Wall Street Journal and BusinessWeek bestseller lists. The launch of the 2004 Bull Market Directory coincides with the release of Godin's new book, Free Prize Inside, due on shelves May 10, 2004.

For more information on Seth Godin or to receive a copy of the 2004 Bull Market Directory, co-sponsored by Fast Company magazine, please log onto <http://www.sethgodin.com>.

About re:invention

re:invention is a Chicago-based marketing consulting company dedicated to women-led businesses. Company services include brand strategy, retail strategy, and all phases of marketing, promotion and public relations. re:invention clients are high potential women-led entrepreneurial businesses within consumer packaged goods, services, retail, and software industries. Clients are served via a nationwide network of multi-talented, results-driven senior-level women marketing entrepreneurs who "fit" a client's industry, company profile, goals and needs. re:invention proposes a new marketing consulting model based on women entrepreneurs helping women entrepreneurs succeed. re:invention's team of smart-minded women associates uniquely understand a client's highs and lows, personal challenges – and how to identify profitable opportunities. re:invention minimizes the time and money it takes for clients to track down experienced marketing advisors for their businesses. Visit re:invention on the Web at www.reinventioninc.com or call (312) 421-0311.

###

re:invention, inc.
910 West Madison, Suite 603
Chicago, IL 60607
t: 312 804 9914
f: 312 803 2288
www.reinventioninc.com

