

Contact:

Kristin Muff
re:invention, inc.
312.635.1350, ext. 723
Kristin@reinventioninc.com

For Immediate Release

re:invention, inc. and Marcus + Company Announce Strategic Partnership
Companies Will Share Business Development, Tools, Resources

Chicago, Ill. (September 27, 2005) – re:invention, inc., a leading provider of marketing strategy, promotions, and public relations programs for women-led businesses and the companies trying to reach them, and Marcus + Company, a noted authority on awards and recognition programs, today jointly announced a strategic alliance.

Melissa Reinert, Senior Vice President of Operations and Partnerships for re:invention, and Lynne Marcus, President of Marcus + Company, announced that the two companies will join forces to generate new business, share tools and resources, and enhance their ability to develop integrated marketing programs for women-led businesses and Fortune 1000 companies interested in targeted women entrepreneurs and executives. Effective immediately, each company will make its expertise available to the other's client base while pursuing new clients collectively.

As part of the partnership, Marcus + Company will provide fee-free access to its award-winning Marketing with HonorsSM Directory for re:invention's powerful nationwide certified marketing professionals network. Certification into re:invention marketing associate network serves as a marker of excellence for independent marketing professionals with 10 or more years Fortune 1000 company or leading agency experience. re:invention provides independent marketing professionals with a branded identity (similar to what Century 21 does for agents), active assistance with new business development, and strategic growth resources from a variety of strategic partners including the Marketing with Honors Directory.

"This is a win-win proposition for all parties; good for our clients, good for our nationwide certified marketing professionals network, and good for business," noted Kirsten Osolind, CEO of re:invention. "Our associate network and clients will now have fee-free access to a respected awards program authority and a comprehensive awards directory. This strategic partnership helps re:invention better achieve our mission of helping women executives and entrepreneurs win by increasing their credibility and drumming up national recognition for their businesses."

"This is a powerful combination that will benefit our clients tremendously," said Lynne Marcus, President of Marcus + Company. "We are delighted to add re:invention's niche expertise and intimate knowledge of the women-led business space to our roster. We expertise and intimate knowledge of the women-led business space to our roster. We look forward to teaming with members of re:invention's nationwide certified marketing professionals network on collaborative assignments," Marcus added.

re:invention, inc. and Marcus + Company Announce Partnership
Page 2 of Two

Melissa Reinert, who formerly led top outsourced supplier diversity program relationships as Director of Customer Service for SBC/Ameritech and served as an Ameritech Professional Women's Organization Board member, will assume liaison responsibilities between the two companies.

About re:invention, inc.

re:invention, inc. (www.reinventioninc.com), is a leading provider of marketing strategy, promotions, and national public relations programs for women-led businesses and the companies trying to reach them. Since 2002, re:invention has worked with some of the nation's premiere women entrepreneurs and executives including Springboard Enterprises, Northwestern's Center for Women Entrepreneurs in Technology, Type A e-Learning Networks, Nu-World Foods, and PhatNoise. re:invention clients are served via re:invention's powerful nationwide certified marketing professionals network; independent marketing professionals with 10 or more years Fortune 1000 company or leading agency experience. Certification into the re:invention marketing associate network serves as a marker of excellence for independent marketing professionals and assures clients high quality marketing work. Visit re:invention on the Web at www.reinventioninc.com or call 312.635.1350.

About Marcus + Company

Boston-based Marcus + Company (www.marcusco.com) specializes in developing awards and recognition programs for organizations and corporations including the Massachusetts Innovation and Technology Exchange (MITX), the MIT Enterprise Forum of Cambridge Clean Energy Group, the Society for Human Resource Management (SHRM), and Sun Microsystems to help them honor their members, customers, partners, suppliers, employees, or other constituencies. Since 1986, the company has helped companies win more awards and managed creative and effective awards submissions programs. Marcus + Company maintains the Marketing with Honors Directory, an online database with detailed descriptions of over 750 awards competitions. For further information, call 617.232.1370 or visit www.marcusco.com.

#