

____press announcement____

FOR IMMEDIATE RELEASE

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re:invention, inc. Named as Stevie Awards for Women Entrepreneurs Finalist

re:invention, inc. recognized for its contributions to women entrepreneurs during 2004

Chicago, IL – September 28, 2004 – re:invention, inc. was named as a Finalist in the 2004 Stevie Awards for Women Entrepreneurs in the “Women Helping Women” category.

Founded in 2003 by Kirsten Osolind, re:invention is a marketing consulting company dedicated to women-led businesses, offering marketing, promotions, and public relations services. In the past year, re:invention has worked with some of the nation’s premiere women business leaders including former Springboard Enterprises Venture Forum candidates. This June, re:invention released the “Venture Funding for Women Entrepreneurs Report” in partnership with Growthink Research, a leading Los Angeles venture capital research firm. The report, based on detailed analysis of the 1,860 companies that raised over \$19 billion of venture capital in 2003, profiled 84 women-led companies in the U.S. that received \$783.8 million of venture capital in 2003. The report generated articles in Inc. Magazine, BusinessWeek Small Biz, the Boston Business Journal, Woman eNews, Dow Jones News, CIO Magazine, Entrepreneur Magazine, and over 30 daily newspapers. re:invention is in discussions with Simmons College and the Illinois Coalition to conduct a second wave of research about women entrepreneurs and venture funding.

re:invention’s blog, the first blog for women entrepreneurs, continues in its mission to share business resources, marketing ideas and breaking news to help women overcome business growth barriers. The blog received numerous honors in 2004 from Marketing Sherpa, Web Digest for Marketers, and Small Business Trends and was featured as a leading web resource for all entrepreneurs in Entrepreneur Magazine and in Seth Godin’s Bull Market Report – 500 Innovative Companies.

re:invention’s founder, Kirsten Osolind is a member of Chicago’s Chamber of Commerce, the State of Women In Politics planning committee, the American Marketing Association, the Chicago YWCA Circle of Friends, 2004 Cystic Fibrosis Foundation Affair co-chair, and Marketingpros.com columnist. Her monthly marketing column debuts in Entrepreneur Magazine in February 2005.

The Stevie Awards for Women Entrepreneurs is a national awards competition recognizing the accomplishments of women small business owners in the United States. The awards are produced by the creators of the prestigious American Business Awards, hailed as “the business world’s own Oscars” by the New York Post (September 22, 2002).

More than 600 nominations from companies in virtually every industry were submitted for consideration in 18 categories. Details about The Stevie Awards for Women Entrepreneurs and the full list of finalists are available at www.stevieawards.com/women/.

“The Finalists for the first-ever Stevie Awards for Women Entrepreneurs comprise the most dynamic women in business today. These entrepreneurs have accomplished innovative and extraordinary things while building their business,” said Dennis Alter, chairman and CEO of Advanta.



re:invention

C O N S U L T I N G

" M A R K E T I N G S E R V I C E S F O R W O M E N - L E D B U S I N E S S E S "

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Winners will be announced on Friday, October 22 at the Marriott Marquis in New York City's Times Square. The master of ceremonies will be Bill Rancic, spokesperson for Advanta and winner of the hit television show "The Apprentice."

About re:invention, inc. (www.reinventioninc.com)

re:invention is a marketing consulting company dedicated to women-led businesses. re:invention services include all phases of marketing, promotion, and public relations. Clients are served via re:invention's nationwide associate network of senior-level women micro-business entrepreneurs (designers, publicists, strategists) selected to "custom-fit" a client's industry, company, and immediate needs. re:invention serves as a fully outsourced marketing department for clients and a business development and promotions partner for re:invention associates.

About Advanta

Advanta Corp. (NASDAQ: ADVNB; ADVNA) is the exclusive sponsor of The 2004 Stevie Awards for Women Entrepreneurs, and has been committed to supporting the success of women in business for over 50 years. Founded as Teachers' Service Organization, originally providing needs-based loans to teachers – mostly women – at a time when banks often did not, Advanta is now one of the nation's largest issuers of MasterCard business credit cards to America's small businesses through its subsidiary Advanta Bank Corp.

About The Stevie Awards

Hailed as "the business world's own Oscars" by the New York Post (September 22, 2002), Stevie Awards are conferred in three programs: The American Business Awards, The International Business Awards, and The Stevie Awards for Women Entrepreneurs. Honoring companies of all types and sizes and the people behind them, the Stevies recognize outstanding performances in the workplace worldwide. Learn more about The Stevie Awards at www.stevieawards.com.

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