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For Immediate Release**re:invention CEO to Keynote at Duke MBA Weekend for Women Conference**
CEO Osolind to Share Perspective As Duke MBA, Woman Executive Turned Entrepreneur

Chicago, Ill. (November 4, 2005) – re:invention, inc., a leading full-service integrated marketing agency for women-led businesses and the companies trying to reach them, today announced that CEO Kirsten Osolind will deliver the keynote closing address at the Duke MBA Weekend for Women Conference. Osolind, the former National Marketing Director of Whole Foods Market and monthly columnist for Entrepreneur Magazine, will deliver a presentation titled *"I Quit Everyday, But I Come Back Tomorrow"* on November 12 at 7 p.m. at the Washington Duke Inn (3001 Cameron Boulevard, Durham, North Carolina). She will share her thoughts about the value of an MBA degree for women and provide insight into the opportunities and challenges faced by women executives and entrepreneurs.

Osolind's keynote address will be a highlight of The Duke MBA Weekend for Women, a conference for current and prospective women students, faculty, and alumnae, with informational panels, class visits, evaluative interviews, networking, and case studies. The 2005 Duke MBA Weekend for Women is sponsored by Ford Motor Company, Eli Lilly, Goldman Sachs, and P&G.

According to an October 2005 survey reported by BusinessWeek, women are reticent to pursue MBAs because they have few role models. Nearly 90% of women surveyed said that business schools should feature more women business leaders, including women entrepreneurs, to attract a diverse student body. In 2005, U.S. News & World Report ranked The Fuqua School of Business' daytime program in its top 10 annual rankings of America's best graduate schools.

Osolind, "an agent for women entrepreneurs," founded re:invention in 2002, after a 12-year marketing career with Fortune 500 industry leaders. She has appeared in Inc., ABC News, BusinessWeek Small Biz, Redbook, Boston Business Journal, CIO, More Magazine, Chicago Tribune, and over 100 other business publications. Her company, re:invention, has worked with some of the nation's premiere women entrepreneurs and executives including Springboard Enterprises Venture Forums, Northwestern's Center for Women Entrepreneurs in Technology, Type A e-Learning Networks, Nu-World Foods, and PhatNoise. Clients are served via re:invention's nationwide certified marketing associates network; independent marketing professionals with 10 or more years client or agency experience. re:invention provides independent marketing professionals with a brand of excellence (similar to what Century 21 does for agents), membership in the re:invention Associate Rewards Program®, world class marketing tools, active assistance with new business development, and strategic growth resources.

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In 2004, re:invention produced the groundbreaking gender-based analysis of venture capital, "The Venture Funding for Women Entrepreneurs Report," noted in over 75 U.S. business dailies. The report served as inspiration for the 2005 Women Technology Cluster's Venture Awards event held in San Francisco.

Prior to launching re:invention, Ms. Osolind was the National Marketing Director for Whole Foods Market, where she led a team of marketing managers, retail promotions specialists, and art directors. She has also served as Director of Advertising and Media for WebMD, spearheaded ethnic marketing for General Mills, and brand-stewarded Cool from Nestea (at The Coca-Cola Company) and Head & Shoulders (at Procter & Gamble).

Osolind is also an elected member of the Chicago NAWBO Board of Directors, leads the first Illinois Inter-Chapter NAWBO Council, serves on the steering committee for Springboard Enterprises Venture Forum Midwest 2005, and chairs the YWCA Future Leaders Board. A 2004 Stevie Awards for Women Entrepreneurs finalist in the "women helping women" category, Osolind received her M.B.A. from Duke's Fuqua School of Business. She has been a featured speaker or panelist at WorldWit's 2005 Annual Global Conference, The International Women's Day Conference Passport 2005, the 13th Annual NYU Stern's Women in Business Conference, and The Forte Foundation's National Conference.

To arrange a convenient interview time, please call Melissa Reinert at 312.635.1350, ext. 719. Photographs and media kits are available upon request.

Available interview dates in Durham, North Carolina for Kirsten Osolind:

Afternoon and evening, November 11

All day, November 12

About re:invention, inc.

re:invention, inc. (www.reinventioninc.com), is a leading full-service integrated marketing agency 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. 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 Duke's Fuqua School of Business

Duke's business school was founded in 1969, and was renamed The Fuqua School of Business in 1980 with a \$10 million gift from Atlanta industrialist and former Duke trustee J. B. Fuqua. Fuqua offers four MBA program formats: The Duke MBA, a full-time program; The Duke MBA-Global Executive; the Duke MBA-Cross Continent; and the Duke MBA-Weekend Executive. Fuqua also offers non-degree executive education through its open-enrollment programs and its majority ownership in Duke Corporate Education, which was founded in 2000 to offer customized corporate education.

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