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For Immediate Release

RE:INVENTION CEO Joins Invincibelle's Advisory Board

CEO Osolind to share knowledge as a recognized marketing to working women expert

Chicago, Ill. (April 18, 2007) – RE:INVENTION Marketing, a nationally-noted marketing and PR firm that helps companies market their products and services to working women, announced today that CEO Kirsten Osolind will join the advisory board of Invincibelle. Osolind joins four other respected advisors of various professional and personal backgrounds who currently serve on the Invincibelle board. Invincibelle, an online community for multi-cultural women, seeks to empower women to thrive in a multicultural world by providing a platform for them to share their thoughts, suggestions, and ideas, while also seeking guidance on subjects of interest.

An “agent for working women” and nationally recognized marketing and PR expert, Osolind will bring a wealth of knowledge and experience to the Invincibelle team.

“I am truly enthused about Kirsten joining Invincibelle's Advisory Board. Her Fortune 500 experience and expertise in helping companies market to working women is very valuable to Invincibelle,” said Deepika Bajaj, President of Invincibelle. “Her vision is a motivating force to keep Invincibelle on track. Invincibelle has a very ambitious roadmap. Her guidance will help shape a portal that will benefit thousands of women worldwide.”

Osolind, the former National Marketing Director of Whole Foods Market, currently serves on the National Leadership Council for NAWBO (The National Association of Women Business Owners) as National Public Policy Chair. A member of the Stevie Awards for Women in Business National Board of Advisors and Judges, Osolind also chaired the first YWCA Chicago Future Leaders Board, was elected to the prestigious Economic Club of Chicago, and has been a featured speaker or panelist at annual conferences held by WorldWIT, NYU, Duke, Northwestern's Small Business Opportunity Center, Chicago Women in Publishing and more.

For more information on Invincibelle and its board of advisors please visit: www.invincibelle.com

About RE:INVENTION Marketing

RE:INVENTION Marketing is a nationally-noted marketing and PR firm that helps companies market their products and services to working women. Crain's Chicago Business lists RE:INVENTION as one of the city's leading boutique PR firms. Since 2002, RE:INVENTION has delivered results for Fortune 500 clients like Genworth, leading women's organizations like Springboard Enterprises, and high growth businesses. Learn more: www.reinventionmarketing.com or call 312.635.1350.