

re:invention

C O N S U L T I N G

" MARKETING SERVICES FOR WOMEN-LED BUSINESSES "

press announcement

FOR IMMEDIATE RELEASE

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re:invention, inc. Weblog honored as part of Marketing Sherpa's Annual Best Marketing Blogs Awards

Marketing Sherpa awards re:invention's weblog for women entrepreneurs honorable mention in the "Best Small Business Blog" category as part of their first annual Best Marketing Blogs Awards Program

CHICAGO, ILLINOIS — June 7, 2004 — Marketing Sherpa, a media company publishing Case Studies, results data, and best practices, today announced the winners of its first annual Best Marketing Blog Awards Program. re:invention's blog (www.reinventioninc.blogspot.com) received honorable mention in the category, "Best Small Business Blog."

Marketing Sherpa's 173,000 readers (marketing execs at medium-large businesses and the agencies who serve them) selected re:invention from a pool of nominated blogs, based on blog personality, usefulness, writing style, usability and design. re:invention's blog was recently featured in Seth Godin's latest ebook, Bull Market 2004: Companies That Make Things Happen, along with 500 premiere marketing companies and resources.

For more information on Marketing Sherpa's Best Marketing Blog Awards Program, log on to <http://www.marketingsherpa.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.

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