

Something New at IKEA: Women's Leadership Exchange's 'Speed Coaching,' QVC Product Search, and More

Tempe, AZ (July 9, 2007)—A conference for Phoenix area women business owners and executives will be held on Tuesday, July 31, 2007 from 8 AM through 4 PM at the IKEA Tempe Store, located at 2110 W. IKEA Way, Tempe, in conjunction with the Women's Leadership Exchange. The exciting and inspirational day will feature a morning keynote speech by Robin Koval, president of Kaplan Thaler, the billion dollar ad agency that created the Aflac Duck campaign, and author of the bestselling book "The Power of Nice."

Attendees also have a choice of workshops, including *The Power of PR: Be Known As The Expert You Are*, led by Mary Schnack, President of Mary Schnack Media Services, Inc.; *Change Your Focus: Increase Your Sales*, led by Silver Rose, President of Silver Rose Enterprises; and *Master Your Business Message*, led by Kathy Kerchner, President of InterSpeak LLC.

The afternoon session will be devoted to the Women's Leadership Exchange's unique **WLE Speed Coaching™** program in which attendees have several valuable opportunities to receive five-minute nuggets of personal answers to their questions from experts in marketing, branding, business law, management, financing, leadership and office / retail space design. Another priceless opportunity –the **Official QVC Product Search** –the only time QVC will be in Arizona this year to seek new products. The TV and Internet retailer will review and provide instant feedback on consumer products that that attendees believe have the potential to be sold on the shopping channel.

Tickets, priced at a modest \$99, including breakfast and lunch, are still available by calling 888-937.5800 or logging on to www.womensleadershipexchange.com.

Astrid Oyo, Director of IKEA North America's Business Network, says: "Today, it is not enough to sell people products or services. You need to anticipate their needs, and educate them on how to reach their objectives. And you need to do this in a way that puts you right in their line of sight, interacting with them in person as much as possible, so that they know you care about their success. That's what earns you their loyal business. For those reasons, WLE's all-day conferences are a perfect fit for our entrepreneurial customers."

Leslie Grossman, cofounder of Women's Leadership Exchange, adds: "At WLE we see this as one of those synergistic formulas where everyone wins. Both WLE and IKEA are committed to business owners growing their businesses. One way we know we can do that is by providing top-notch business workshops, plus the opportunity to network with local and national experts and with other business owners from their own community. IKEA's willingness to turn its retail space into a conference venue for a full day shows how well the company understands the needs of business owners and how committed they are to their customers."

In addition to the Phoenix area conference, IKEA will present Women's Leadership Exchange conferences in their stores in Dallas on August 21 and Atlanta on Nov. 14.

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Note to Media: For additional information please contact Judy Katz at 212-580-8833; jkatzcreative@aol.com.

ABOUT IKEA

There currently are more than 250 IKEA stores in 34 countries, including 29 in the U.S., where other stores are being planned in: Brooklyn, NY; Charlotte, NC; Draper, UT; Portland, OR; Somerville, MA; Sunrise, FL; and West Chester, OH.

Since its 1943 founding in Sweden, IKEA has offered a wide range of home furnishings and accessories of good design and function, at low prices so the majority of the people can afford them. IKEA has been ranked in *FORTUNE*'s annual "100 Best Companies to Work For" List (three years in a row), *Working Mother* magazine's annual list of "100 Best Companies for Working Mothers" (four years in a row) and *Training* magazine's annual "Top 125" ranking of companies that excel at human capital development (five years in a row). IKEA incorporates environmentally and socially responsible efforts into day-to-day business, and continuously supports initiatives that benefit causes such as children and the environment. To visit the IKEA Web site or for information about working at IKEA, please go to <http://www.IKEA-USA.com>.

About Women's Leadership Exchange

Women's Leadership Exchange® (WLE) is a social entrepreneurship founded by and for successful businesswomen. The WLE mission is to provide the knowledge, the tools and the connections women need to be successful in their own businesses, the corporate world and the not-for-profit environment.

Recognizing the unique challenges facing women in business, whether leading their own companies or as leaders in the corporate, government or not-for-profit sectors, WLE offers a program that helps them fill the information gap and provides a venue for building connections that will facilitate their success in business and in life. WLE conferences feature leading experts, accredited executive coaches and interactive programming in major markets around the U.S. WLE also offers a resource-packed website, teleconferences, an e-newsletter, local presentations and a facilitated connection program that enables women to lend support to each other locally and nationally. For more information visit www.womensleadershipexchange.com or call 888.937.5800.