

For Release: At Will

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First N. California Women's Leadership Exchange
Conference Sept. 27 Features Carly Fiorina, Speed
Coaching
and a QVC Quick Product Review

Santa Clara, CA (Sept 10, 2007)--The Women's Leadership Exchange® (WLE) first-ever Northern California national leadership and business development conference will be held at the Santa Clara Convention Center on Thursday, September 27, 2007.

The roster of distinguished keynote speakers and honorees is headed by two extraordinary California women: Dawn Lepore, chairman and CEO of Drugstore.com, who recently led the Internet-based company to record sales in excess of \$100 million; and Carly Fiorina, former chair and CEO of Hewlett Packard and author of "Tough Choices", who will share her many lessons learned under fire.

In addition to Dawn and Carly, speakers and honorees include Quinn Tran, founder and CEO of goQTT, and Edie Weiner, the renowned futurist and co-author of "FutureThink".

Making the announcement, Leslie Grossman and Andrea March, cofounders of the WLE, say that after five successful years of running their popular conferences in other regions of the country, the decision to bring the conference to Northern California was due to popular demand from area women, and the opportunity to hold their conference in "a remarkable region that uniquely embodies American innovation and enterprise."

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Two innovative features at the conference are the WLE Speed Coaching™ program and the QVC Quick Product Review. Each attendee who wants to be coached is seated directly across the table from a WLE business expert. The coach listens to questions, and then provides the attendee with five minute "nuggets" of advice on their business issues.

The QVC Quick Product Review offers a priceless opportunity to those who have a product they think could sell big on QVC. Also designed in a speed coaching format, this allows hopeful innovators to show their products and get immediate feedback and the possibility of selling on TV. This is the only time QVC will be in Northern California this year.

The program offers attendees an opportunity to connect with hundreds of successful CEOs and top executives and network with local entrepreneurs, all designed to renew their sense of purpose and provide new ideas to propel their business success.

Michelle Thompson-Dolberry, Director, Advocacy Marketing for OPEN from American Express, which is WLE's founding sponsor, says, "Over the past five years, working closely with the Women's Leadership Exchange, we have seen women make significant strides in every arena of business. Women helping women is the right recipe, and these conferences have definitely been a contributing factor, because they bring women together in the most impactful way. All of us at OPEN are proud of our role with WLE and delighted to help bring this event to Northern California's entrepreneurial and executive women."

In addition to OPEN from American Express, corporate partners include IKEA, Morgan Stanley, American Airlines, Bermuda Department of Tourism and Jones New York.

Cost to attend the conference, which includes facilitated networking, breakfast, luncheon, a cocktail reception and raffle, is \$299. Members of WLE supporting organizations save \$50. Register at www.womensleadershipexchange.com or call 888.937.5800.

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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. For more information:

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