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FOR IMMEDIATE RELEASE

“Business Women Rising” Launches Leadership Development Services Targeting Women and Enterprises

New firm provides programs to drive business success and inclusive leadership

Newport Beach, CA, June 9, 2010 – Business Women Rising, a leadership development services firm dedicated to the advancement of women business leaders and inclusive leadership teams, announced its official launch today. With a unique service platform and a team of experienced executive coaches, business educators and management consultants, Business Women Rising offers leadership development and consulting services that support the advancement of high-potential business women and their employers.

“Our tagline is ‘Success Just Got Easier,’ and that is what we strive for. We aim to help business women at all career levels become successful leaders, so that they not only achieve their full potential, but also drive more profitable growth for their organizations,” says Debra Boelkes, Founder, President and CEO of Business Women Rising.

Many studies have shown that companies with more women in senior leadership roles are more likely to achieve higher performance. A 19-year study by Pepperdine University found of 215 Fortune 500 firms, the 25 companies with the best record of promoting women to high positions were between 18-69% more profitable than the median Fortune 500 firms in the same industries. According to the “Best Companies for Leadership” survey published by Bloomberg BusinessWeek.com in 2010, the top 20 companies are more likely than other companies to find value in being inclusive. These organizations are recognizing the importance of incorporating women in the high-level decision making process as well as attracting and retaining talented women.

“It is evident that inclusion is an emerging trend and is essential in driving business success. At this time when companies are looking to gain a significant competitive edge as the economy rebounds, it is even more crucial that companies set a strong foundation by cultivating top talent,” Boelkes commented. “The founding executives of Business Women Rising each bring more than 25 years of professional leadership experience gained within Fortune 500 companies. We understand the challenges that women face in their careers as well as the critical needs of the companies. Our goal



is to be a one-stop resource that helps business women and enterprises accelerate their growth."

Business Women Rising introduces "Leadership Vistas," unique peer-to-peer mentoring forums where members at similar levels of management meet in small groups with fewer than 20 people. The meetings are facilitated by an executive coach in a confidential setting so members can freely discuss business ideas, network and exchange best practices.

Business Women Rising also offers leadership development workshops through the "BWR Institute." These programs address topics critical to leadership success, including engaging and retaining top talent, inspirational leadership, influencing and negotiation strategies and more. In addition, Business Women Rising offers customized executive coaching and corporate consulting for firms that are looking to increase collaboration, mentoring and leadership development within the organization.

"We offer our clients effective, targeted solutions based on a thorough understanding of their business objectives, unique corporate environment and budget requirements. Our approach includes men in the process, because we believe it is important for men and women to collaborate effectively to unleash their greatest potential," says Boelkes.

The Leadership Vistas and BWR Institute are now open for registration. Companies and professionals can obtain more information about the programs at www.BusinessWomenRising.com.

About Business Women Rising

Business Women Rising is a leadership development firm dedicated to the advancement of women business leaders and stronger, more inclusive leadership teams. Business Women Rising offers comprehensive business services including unique peer-to-peer mentoring forums, leadership development workshops, targeted corporate consulting and executive coaching services. By upholding its tagline "Success Just Got Easier," Business Women Rising is a one-stop resource for high-potential businesswomen who aspire to ascend the corporate ladder and enterprises that want to attract, develop and retain top talent to drive superior performance and profitable growth through greater leadership diversity. For more information, visit www.BusinessWomenRising.com.