



**MULTIPLATFORM LIFESTYLE & BUSINESS COMPANY LADIES WHO LAUNCH
HIRES KATE RODLER FROM ENTREPRENEUR MAGAZINE
AS VICE PRESIDENT OF SALES**

March 31, 2008 (New York, NY) – Victoria Colligan and Beth Schoenfeldt, co-founders of Ladies Who Launch, announced today they have hired Kate Rodler, from *Entrepreneur Magazine*. “We look forward to working with Kate to reach partners and sponsors interested in connecting with our valuable demographic of influencers both through the Ladies Who Launch community and our new Ladies Who Launch Vertical Ad Network.” There are close to 11 million women entrepreneurs in America. Women are launching businesses at twice the rate of men, and they are doing it primarily for lifestyle reasons.

Ladies Who Launch is the preeminent source for entrepreneurial-minded women who want to live their dreams and love their lives and is the first company to define entrepreneurship as a lifestyle choice connecting women online and in person to foster creativity, community, and support. Ladies Who Launch is a filter for today's busy entrepreneur, helping them discern between nice to know versus need to know information, tools and resources available to them.

Kate Rodler brings 20 years of experience in online and traditional advertising to Ladies Who Launch. Most recently, Kate spent the last year at Entrepreneur Media where she was VP of Sales leading the company to a record year of \$13 million in profit. Before joining *Entrepreneur Magazine*, Kate's experience included; Publisher at The George Lucas Foundation, acting Publisher at *Fast Company*, Regional Manager of *Businessweek*, Launch Ad Director of *Businessweek's Small Business Edition* (then known as *Frontier*) and Grey Advertising where she began her career, after graduating from Stanford University.

Kate has always had a particular interest in entrepreneurship, social entrepreneurship and women's leadership, demonstrated by her helping build the Social Capitalist program at *Fast Company* and the first ever listing of *The Fastest Women Owned* and *Women Lead Companies in America* in partnership with the Women's Presidents' Organization.

Ladies Who Launch co-founders Beth Schoenfeldt and Victoria Colligan are assisting women entrepreneurs online and through Incubator programs in 50 regions across the U.S. and Canada, Ladies Who Launch LIVE conferences, and their nationally acclaimed book ***Ladies Who Launch, Embracing Entrepreneurship and Creativity as a Lifestyle***. Beth and Victoria have received national recognition from *Vogue*, *The New York Times*, *Elle* and *New York Magazine*. Their audience engagement provides a trusted environment that offers take away, insight and information resulting in user's success. Appearing on Ladies Who Launch provides companies cache and an instant stamp of approval of being worthy of the user's limited time. It lets users know that the company has something to offer, rather than something to just sell. www.ladieswholaunch.com

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