

NEWS RELEASE

For Immediate Release

Contact:

Liz Goodgold

(858) 550-7000

Liz Goodgold Selected As a "Top-Idea Maven" by The Woman's Advantage.
Advice Featured in 2009 Woman's Advantage Calendar

SAN DIEGO, August 12, 2008 –Liz Goodgold was selected from hundreds of submissions to be featured in the 2009 Woman's Advantage Calendar. The calendar will provide advice for women business owners from influential women leaders across the US and Canada.

Mary Cantando, Growth Expert of The Woman's Advantage, today announced that Liz Goodgold's advice will be included in the calendar to be released in September.

"Liz's quote was selected because it is powerful, yet easy to understand. Her idea is relevant to almost every woman in business today." says Cantando. "Women business owners and those who dream of starting a business will learn so much from the advice the calendar."

The Woman's Advantage 2009 Calendar will provide sound bites of advice on key business issues including: organization, promotion, sales, and human resources.

About Liz Goodgold

Liz Goodgold is a marketing and branding expert, speaker, and author with over 25 years of experience working for Quaker Oats, Times Mirror, and Arco Oil. She is currently Chief Nuancer and CEO of The Nuancing® Group, an identity-consulting firm that helps companies understand

the nuances of naming and branding. Her second book, *Red Fire Branding: How to Create a Hot Personal Brand so that Customers and Clients Choose You!* will be published in February 2009. She can be reached at liz@redfirebranding.com and at 858-550-7000.

About The Woman's Advantage:

The Woman's Advantage is a line of information products, including books, workbooks, audio CDs, and calendars designed exclusively for successful women business owners. For more information, call 919-841-0401 or visit <http://www.WomansAdvantage.biz>