



NATIONAL ASSOCIATION OF WOMEN BUSINESS OWNERS

Greater Philadelphia

FOR IMMEDIATE RELEASE

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National Association of Women Business Owners Philadelphia Selects Four Women Business Owners for ATHENAPowerLink® NAWBO® Delaware Valley Program

July 5, 2007, Philadelphia - The ATHENAPowerLink® NAWBO® Delaware Valley program is pleased to announce the selection of Ellen Barrosse, CEO, Synchrogenix Information Strategies of Wilmington, DE, Linda Karasch, President, Karasch & Associates of West Chester, PA, Karen Singer, President of Karen Singer Tileworks Inc. of Philadelphia, PA, and Donna Sherwin, President, Physicians Billing Services Inc. of Bala Cynwyd, PA as recipients of ATHENAPowerLink® Advisory Panels for one year as they endeavor to grow their businesses in the region. The Program is being sponsored by Wachovia Bank, AstraZeneca, CBIZ and Aetna.

ATHENAPowerLink® is a program dedicated to helping women entrepreneurs achieve success in business through a concentrated mentoring program. Through the collective efforts of the Philadelphia, South Jersey and Delaware NAWBO chapters, the ATHENAPowerLink® opportunity is available to Delaware Valley women-owned businesses for the first time.

“We’re thrilled to be offering an incredible mentoring opportunity,” said Candace Roberts, Chairperson for the program’s Governing Body. “With a history of proven success, we’re confident that ATHENAPowerLink® will mean great things for our community.”

About the Participants

Synchrogenix Information Strategies is a medical/scientific communications company, offering a wide range of writing, document creation, marketing, and management services specialized for scientific and technical companies operating in highly regulated environments. The company is comprised of three groups – medical writing, scientific/technical writing, and creative/marketing. Please see www.Synchrogenix.com for more information.

Karasch & Associates specializes in voice-into-text professional services, which encompasses three divisions: court reporting, video production and captioning for the hearing impaired. Each of these divisions stands alone, but interconnects to support the full services of each. The court reporting division has been captioning for the hearing impaired for over 4 years, captioning for several PBS stations, a number of the top universities across the nation, and several businesses including ongoing managerial meetings, telephone conferences and larger meetings such as stockholders events. The video production division expanded in 1990 from the video taping of



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expert witnesses to include corporate work for training and marketing. Please see www.karasch.com for more information.

Karen Singer Tileworks, Inc. helps non-profit organizations meet and exceed their fund-raising goals through visually compelling, donor recognition art. KST creates signature ceramic tile murals, awards and gifts that become an integral part of client facilities, and a touchstone for community pride. This fine art approach inspires and engages donors by creating excitement and a sense of mission. Please see www.karensingertileworks.com for more information.

Physicians Billing Services Inc. provides a unique resource to both clients and job seekers. Our agency services only the healthcare industry, allowing us to focus on the skills that are important to our clients and the types of positions that our job seekers are pursuing. We can fill positions from the front desk, to medical billing staff, to A/R follow up, on a temporary, temp-to-hire, or direct hire basis with experienced or entry level personnel. Our corporate office is located in Bala Cynwyd, PA. Please see www.PBSI.net for more information.

Program Sponsors

Wachovia Bank

“Wachovia is pleased to serve as a Platinum sponsor for the ATHENA^{PowerLink}[®] NAWBO[®] Delaware Valley program,” said Carol Veach, vice president, Wachovia Regional Community Relations. “We’re looking forward to the successful implementation of this exciting program in the Greater Philadelphia region as we continue to help women business owners achieve their professional goals.”

AstraZeneca

“As a Gold Sponsor for this program, AstraZeneca is committed to providing a wide range of senior level talent to support the Women Business Owners in the program to grow their businesses in the community and worldwide,” said Charles Gillean, AstraZeneca Pharmaceuticals, Program Manager - Supplier Diversity.

CBIZ

"As a Silver Sponsor for the ATHENA^{PowerLink}[®] Program, CBIZ is pleased to provide quality advisors to successful Women Business Owners in the program," said John Bieber, Director of Accounting, Tax & Advisory Services. "We look forward to continuing the spirit of Entrepreneurship in the Delaware Valley."

Aetna

"As a Silver sponsor of the ATHENA^{PowerLink}[®] Program, Aetna is excited to support these successful women business owners in the Philadelphia area," said Jude Bradley, Director of New Small Business Sales, PA & Southern New Jersey. Aetna applauds the current and future success of these extraordinary women."



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The ATHENA*PowerLink*® application and selection criteria can be found at www.GoNAWBOPhilly.org. Women business owners who meet the application criteria are invited to apply for the program. Applications for the next advisory panels will be accepted in May and November.

For more information, contact Candace Roberts at 215.592.6590 or croberts@quantum-think.com

About NAWBO

Founded in 1975, NAWBO propels women entrepreneurs into economic, social and political spheres of power worldwide. Thirty years later, NAWBO is still the only organization that solely represents the interest of women entrepreneurs in all industries. The organization's mission is to strengthen the wealth-creating capacity of its members and promote economic development; to create innovative and effective change in the business culture; to build strategic alliances, coalitions and affiliations, and to transform public policy and influence opinion makers. Visit www.GoNAWBOPhilly.org for more information on the Greater Philadelphia Chapter. NAWBO is a registered trademark of the National Association of Women Business Owners.

About ATHENA*PowerLink*®

The *PowerLink* program began in 1992 in Pittsburgh, PA when two businesswomen recognized that female entrepreneurs often lack access to valuable advisors and mentors. The premise was simple—panels of volunteers willing to advise women business owners on important issues can help them achieve greater success. Today, as ATHENA*PowerLink*® expands across the country, the program continues to help women grow their businesses. ATHENA*PowerLink*® is a registered trademark of Athena International.

About Wachovia

Wachovia Corporation (NYSE:WB) is one of the nation's largest diversified financial services companies, providing a broad range of retail banking and brokerage, asset and wealth management, and corporate and investment banking products and services. Wachovia has retail and commercial banking operations in 21 states with 3,375 retail banking offices from Connecticut to Florida and west to Texas and California. In addition, two core businesses operate under the Wachovia Securities brand name: retail brokerage with 742 offices in 49 states and nine service affiliate offices in Latin America, and corporate and investment banking in selected industries nationwide. Other nationwide businesses include mortgage lending in 39 states and auto finance covering 46 states. Globally, Wachovia serves clients through more than 40 international offices. Online banking is available at wachovia.com; online brokerage products and services at wachoviasec.com, and investment products and services at evergreeninvestments.com. At December 31, 2006, Wachovia had assets of \$707 billion and market capitalization of \$108 billion.

About AstraZeneca

AstraZeneca is a major international healthcare business engaged in the research, development, manufacture and marketing of prescription pharmaceuticals and the supply of healthcare services. It is one of the world's leading pharmaceutical companies with healthcare sales of \$26.47 billion and leading positions in sales of gastrointestinal, cardiovascular, neuroscience, respiratory,



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oncology and infection products. AstraZeneca is listed in the Dow Jones Sustainability Index (Global) as well as the FTSE4Good Index.

In the United States, AstraZeneca is a \$12.44 billion healthcare business with more than 12,000 employees. For nearly three decades, AstraZeneca has offered drug assistance programs side by side with its medicines, and over the past five years, has provided over \$3 billion in savings to more than 1 million patients throughout the US and Puerto Rico. AstraZeneca has been named one of the “100 Best Companies for Working Mothers” by *Working Mother* magazine and is the only large pharmaceutical company named to *FORTUNE* magazine’s 2007 list of “100 Best Companies to Work For.” In 2006, for the fifth consecutive year, *Science* magazine named AstraZeneca a “Top Employer” on its ranking of the world’s most respected biopharmaceutical employers.

For more information about AstraZeneca, please visit: www.astrazeneca-us.com

About CBIZ

CBIZ is one of the nation's leading providers of business services. From accounting* and tax to benefits and insurance to a wide range of consulting services, CBIZ offers national caliber business solutions that enable companies to better manage their finances, employees and technology. In fact, we are the nation's #1 benefits specialist in addition to being one of the 10 largest accounting service providers, business insurance firms, valuation and medical practice management companies in the U.S.

With offices in major cities throughout the United States including Philadelphia, PA and Plymouth Meeting, PA, CBIZ offers the resources of a national company with the personal service you expect from a local partner.

To learn more about CBIZ and the services we offer, please visit www.CBIZphiladelphia.com

About Aetna

Aetna is one of the nation’s leading diversified health care benefits companies, serving approximately 34.9 million people with information and resources to help them make better informed decisions about their health care. Aetna offers a broad range of traditional and consumer-directed health insurance products and related services, including medical, pharmacy, dental, behavioral health, group life, long-term care and disability plans, and medical management capabilities. Our customers include employer groups, individuals, college students, part-time and hourly workers, health plans and government-sponsored plans.

To learn more about Aetna, please visit www.Aetna.com

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