



PRESS RELEASE

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Media Contact:

Nora F. Gildea
617-864-8813 x205
ngildea@midior.com

Midior Completes Center for Women & Enterprise Website Redesign

Cambridge, MA - - January 7, 2002 - - Midior, a management consulting firm based in Cambridge, MA, completed a redesign of the website for the Center for Women & Enterprise. The Center for Women & Enterprise (CWE) is a non-profit organization serving New England entrepreneurs in all phases of their business ventures. Midior, a firm that specializes in helping both large and small companies become better innovators through improved product development and product management capabilities, created a website for CWE that easily communicates their broad scope of services and clients. Midior is committed to lending its expertise in product & service delivery to CWE and its constituents. As Susan Loconto Penta, co-founder and managing partner of Midior, explained, "We at Midior recognize that a website may be the first 'touch-point' an organization has with many potential clients and funders. Because of this, it is essential that CWE's website clearly and concisely communicates what they do, who they serve and how to take the next step in engaging with CWE – whether it be enrolling in a workshop on how to start your own business, submitting a business plan to a venture capital forum, or making a donation to CWE. Midior believes that the services that CWE provides are key to a revived New England economy." Penta is an active proponent of CWE, as a sponsor of the 2000 and 2001 Springboard: New England Venture Capital Forum, a coach to venture start-ups, and the chair of CWE's 2002 annual auction fundraiser. The CWE website can be accessed at <http://www.cweonline.org>.

Midior provides strategic consulting services to innovators in the technology and financial services sectors and welcomes the opportunity to apply its expertise to assist non-profits who are pushing the accepted limits of their fields. Its client list ranges from start-ups to the Fortune 500 and includes State Street Corporation, Openreach, and Schools for Children, among others. Midior's own website can be found at www.midior.com.

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