



PRESS RELEASE

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Center for Women & Enterprise elects Susan Loconto Penta to Board of Trustees

Cambridge, MA - - September 1, 2002 - - The Center for Women & Enterprise announced today its election of Susan Loconto Penta, Managing Partner and Founder of Midior Consulting, to its Board of Trustees. The Center for Women & Enterprise (CWE) is a non-profit organization serving New England entrepreneurs in all phases of their business ventures.

Susan Loconto Penta is a seasoned management consultant and experienced entrepreneur who works with companies and organizations around the world to improve enterprise performance and develop best practices for building the innovative enterprise. Penta works with industry leaders to help young, innovative companies realize commercial success and established companies improve performance by becoming better innovators. She is well known as an effective change agent and leverages her entrepreneurial spirit with 17 years of consulting, product management and development experience to inspire and accelerate every organization she touches. Penta is a popular speaker on the topic of innovation, product excellence and team building and has authored numerous articles on the same subjects.

Prior to founding Midior in 1997, Penta co-founded and launched new ventures in the high technology industry, including MODA Systems. More recently, Penta co-founded Midior Ventures LLC, a pre-seed stage fund and established MommaZone Inc., an online directory for busy parents. Penta currently serves on the boards of Schools for Children, an East coast educational non-profit, and the Center for Women & Enterprise, a non-profit dedicated to fostering entrepreneurship in New England. Penta also serves on the advisory board for Healthworks Foundation and the advisory board for the WPI Center for Entrepreneurship and Innovation. Penta holds a BSEE degree from Worcester Polytechnic Institute and an MBA from The City University Business School in London England.

Susan Loconto Penta has been an active proponent of CWE, as a sponsor of the 2000, 2001, and 2002 Springboard: New England Venture Capital Forum, as a coach to venture start-ups, and as the chair of CWE's 2002 and 2003 annual auction fundraisers. Penta's firm, Midior, has been and continues to be committed to lending its expertise in product & service delivery to CWE and its

constituents. As Penta explains, "Midior believes that the services that CWE provides are key to a revived New England economy."

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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