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For Immediate Release

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National Women's Advisory Firm Re-Branded As WomanBusinessOwner.com

*Cantando & Associates Develops New Corporate Identity
To Better Reflect Services*

Raleigh, NC – Mary Cantando, President of Cantando & Associates, has announced that the firm is being re-branded as WomanBusinessOwner.com, to better reflect the firm's primary focus, which is to research, write, and speak exclusively on the fast-growing women-owned business market. According to 2005 statistics by the Center for Women's Business Research, 15.6 million women currently own and operate their own businesses. Cantando is the author of *Nine Lives: Stories of Women Business Owners Landing on their Feet*, and a nationally recognized expert on women business owners. She will serve as Growth Expert for the firm and has over twelve years of successful experience as an entrepreneurial executive, as well as four years of focused research on women business owners.

"Woman-owned businesses are the fastest growing business to business market today," said Cantando. "Our firm has devoted over four years to this growing trend and we look forward to creating and implementing this new corporate identity which will better reflect our expertise."

About Mary Cantando:

Mary Cantando is a nationally recognized expert on women business owners. She sits on the National Board of the Women Presidents' Organization, serves as the "Business Growth Advisor" for Women Entrepreneurs, Inc, sits on the National Women's Forum, and is certified by the Women's Business Enterprise National Council. She is the author of *Nine Lives: Stories of Women Business Owners Landing on their Feet*. As a member of the National Speakers' Association, Cantando speaks to women who want to grow their businesses, as well as corporations seeking to attract the lucrative, fast-growth market of women business owners.

About WomanBusinessOwner.com

WomanBusinessOwner.com is a national advisory firm that works with successful women business owners as well as corporations seeking to sell to large women-owned businesses. For more information, call 919-841-0401 or visit the website at www.WomanBusinessOwner.com.

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