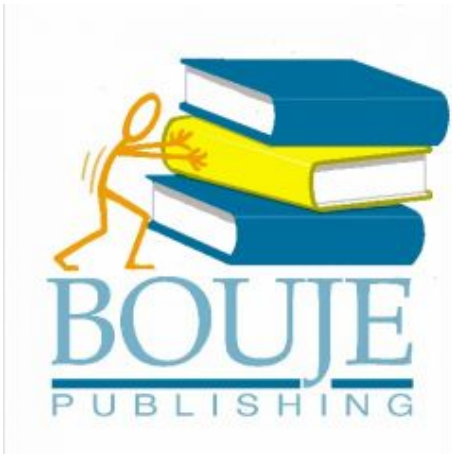


Bouje Publishing

Womenetics and Porsche Cars NA Honor Bouje Publishing's Jennifer Bouani with the 2011 POW! Award

Author Jennifer Bouani awarded for her passion to teach kids entrepreneurship through her children's book series, the Future Business Leaders Series™



Bouje Publishing



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ATLANTA, GA - Womenetics and Porsche Cars North America honor Jennifer Bouani, author and owner of Bouje Publishing, with the 2011 POW! Award for her passion to teach kids entrepreneurship through her children's book series, the Future Business Leaders Series™. She mentors parents, educators, and community leaders on how to prepare kids for tomorrow's world by teaching them how to think creatively, turn what they love to do into business ideas, set realistic goals, overcome obstacles, and realize their dreams.

Jennifer Bouani's award-winning books have impacted kids in over 14 countries by educating them about business concepts, business plans, networking, and company infrastructure. Children have shared with Bouje Publishing that through the knowledge they acquired from the books, they have started businesses. To underscore her belief in empowering women, Bouani made the hero of her second book a 10-year-old girl Giselle. That book won the 2010 Gold Award from Mom's Choice Awards.

Join Womenetics and Porsche Cars North America at the 2011 POW! Awards as they honor innovative female leaders who forge new paths and create leadership models for the women who follow. This second annual awards event takes place on Tuesday, April 26, 2011 from 11 a.m. to 1:30 p.m. at the Loews Hotel in Atlanta.

About the POW! Awards

For today's successful career women, it's not just "business as usual" anymore. As the number of women in the US workforce continues to increase, women who forge new ways while inspiring others are at the forefront of this paradigm shift. This woman challenges her co-workers to burst through barriers

and inspires passion, conviction and confidence in others. She finds creative ways of dealing with obstacles and brings together key stakeholders. This self-motivated force-of-nature sees through the clutter and embraces a constantly evolving terrain. She's known for her abilities to lead, change, and adapt; innovate and create; collaborate, inspire, and advance. She is shifting the organization.

"Porsche believes the driving force behind a successful company is passion," said Elisabeth Marchant, CEO of Womenetics. "That's exactly what each of these fifteen POW! Award winners represent. We're thrilled that Porsche values passionate, driven and powerful women, not just in their automobiles, but in the boardroom, too. We're proud to partner with them to honor these women."

2011 marks Porsche's second year as a sponsor of this premier event and its first as presenting sponsor. Porsche's presenting sponsorship also includes the POW! Up Close & Personal series of three panel discussion events this summer with the POW! winners.

"We look forward to continuing our valued Womenetics partnership this year," said Detlev von Platen, president and CEO, Porsche Cars North America. "We applaud and congratulate the POW! winners whose contributions are indispensable to the Atlanta community and their respective industries. This esteemed group of women trigger change from within, challenge the status quo and transform vision into action."

Womenetics and Porsche Cars North America will also honor these POW! Award winners: <http://www.womenetics.com/2011-pow-award-winners>. "We are looking forward to a second sell-out event as we honor these fifteen inspiring women," said Marchant.

For more information or to purchase your tickets, visit the Womenetics website; seating is limited.

About Womenetics

Womenetics is a global business platform combining online content and events that connects and inspires women to achieve success in their professional and personal lives. Through relevant content online and at events, Womenetics brings powerful ideas and lessons for change and empowerment. Recognized by Forbes as one of the Top 100 Websites for Women. Visit <http://www.womenetics.com>

About Porsche Cars North America, Inc

□A wholly owned, indirect subsidiary of Dr. Ing. h.c.F.Porsche, Porsche Cars North America, Inc., and its 197 dealers offer U.S. customers some of the most technically advanced and high-performance vehicles in the world; including the iconic 911 series, the renowned Boxster and Cayman mid-engine sports cars, the high-end Cayenne sport utility vehicles and the four-door Panamera sports sedan.

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About Bouje Publishing

Bouje Publishing publishes the Future Business Leaders Series™, a set of fiction adventure books that introduce pre-teens to the concepts of business and entrepreneurship. The message crosses all geographic, gender, racial and

socioeconomic lines by empowering kids to reach for their dreams while learning real life lessons. The lessons covered in the series can make all the difference in a kid's future: the importance of dreaming big, protecting an idea, fighting doubts, building self-esteem, hiring the right people, finding the right real estate, listening to customers, branding, knowing the competition, networking, and achieving success. Visit

<http://www.boujepublishing.com> and <http://www.boujepublishing.com/series.htm>.

Follow us: <http://www.facebook.com/futurebusinessleadersseries>

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