

NEWS RELEASE

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Gayle Waldron Selected As a "Top-Idea Maven" by The Woman's Advantage
Entrepreneur's Advice Featured in 2008 Woman's Advantage Calendar

Raleigh, N.C. (October 8, 2007) – Gayle Waldron, President of The Management Edge (TME), was selected from among hundreds of submissions to be featured in the 2008 Woman's Advantage Calendar. The calendar will provide advice for women business owners from influential women leaders across the US and Canada.

Mary Cantando, Growth Expert of The Woman's Advantage, published the calendar, which is to be released this month.

"Gayle Waldron's quote was selected because it was powerful yet easy to understand. Her idea is relevant to almost every woman in business today," says Cantando. "Women business owners and those who dream of starting a business will learn so much from the advice provided by Gayle Waldron and the other successful women quoted in the calendar."

The Woman's Advantage is a line of information products, including books, workbooks, audio CDs, and calendars designed exclusively for successful women business owners. For more information, call (919) 841-0401 or visit www.WomansAdvantage.biz. Information on Waldron and TME can be found at www.TheManagementEdge.com.

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About Gayle Waldron:

Gayle Waldron, President and Founder, of The Management Edge, is a member of NAWBO (National Association for Women Business Owners) and Co-Author of the 2006 Procurement Task Force Report, a WIPP (Women Impacting Public Policy) National Founding Partner and former co-Chair of the WIP Procurement Committee, a founding member of the USWCC (US Women's Chamber of Commerce), and is a woman business owner certified by WBENC (Women's Business Enterprise National Council), the State of Florida and the SBA.

About Mary Cantando:

Mary Cantando is a nationally recognized expert on women business owners. She is the developer of the successful Woman's Advantage line of products, geared specifically to women entrepreneurs. As a member of the National Speakers' Association, Cantando provides keynotes and workshops for women who want to grow their businesses.