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FOR IMMEDIATE RELEASE

**WHARTON WOMEN BUSINESS CONFERENCE
Wharton Women Hosts Cathie Black, President of Hearst Magazines, and Meredith
Whitney, CEO of Meredith Whitney Advisory Group**

On Friday, January 22, 2010, the University of Pennsylvania's Wharton Women will host the Wharton Women Business Conference, sponsored by Ernst and Young. The conference, titled "Beyond Business," will focus on opportunities for women in business beyond the traditional path. Wharton Women is currently the largest paid-member undergraduate organization at the university, and the Wharton Women Business Conference is its largest event of the spring semester.

Wharton Women is pleased to announce Cathie Black, the President of Hearst Magazines, and Meredith Whitney, CEO of Meredith Whitney Advisory Group, as its two keynote speakers.

There will also be two panels. The morning panel, "Women Pursuing Innovative Ideas: Ventures that Create Buzz," consists of female entrepreneurs including Stacey Bendet, the founder and CEO of *alice + olivia*; Susan Smith Ellis, the CEO of (RED); Jennifer Fleiss, the co-founder and President of Rent the Runway; and Janet Riccio, the Executive Vice President of Omnicom Group, Inc., and the CEO of G23. This panel will be moderated by Lori Rosenkopf, Professor of Management at the Wharton School. The afternoon panel, "Women Transforming Global Industries: Finance beyond Wall Street," features Carol McDermott, the Managing Director and COO of Octagonal Capital; Stacie Shirley, Vice President of Finance and Treasurer of Neiman Marcus; Milissa M. Tadeo, Senior Vice President of the Federal Reserve Bank of Philadelphia; and Meryl Zausner, the Executive Vice President and CFO of Novartis Corporation. This panel will be moderated by Professor of Management Mary O'Sullivan of the Wharton School. Diana Hoff, Partner at Ernst and Young, will be making Introductory Remarks.

The conference includes a networking lunch as well as "Coffee Chats" following the afternoon panel. During the Coffee Chats, conference participants have the opportunity to meet with keynote speakers and panelists in a more intimate setting, with no more than ten participants scheduled with a speaker for a Coffee Chat.

The theme of the conference, “Beyond Business,” encourages participants to consider unconventional career paths, which are especially important, given the current state of the economy and the job market.

The event will begin at 10 A.M., and it will run until the last Coffee Chat ends at 6 P.M. It will take place in Jon M. Huntsman Hall on the corner of 38th and Walnut Streets. 150 students from the University of Pennsylvania and peer institutions are expected to attend. Members of the media are welcome to attend, but pre-registration is required.

To register, please contact event chair Natalie Kelly at kellynm@wharton.upenn.edu.

For additional information on Wharton Women, please visit www.wharton-women.com.

About Wharton Women

Wharton Women, one of the University of Pennsylvania’s largest undergraduate student organizations, facilitates the personal and career development of females in business. Through various events, such as the Wharton Women Business Conference sponsored by Ernst & Young, panel discussions, corporate presentations, workshops, philanthropic initiatives and the Annual Dinner, which last year featured Nancy Tellem, president of CBS as the keynote, Wharton Women promotes the establishment of valuable industry contacts and aims to aid in the transition from undergraduate to professional life.