



For Immediate Release

LENATI NAMED AS FINALIST IN

5th ANNUAL STEVIE® AWARDS FOR WOMEN IN BUSINESS

Seattle, WA – 10/15/2008 – Lenati (formerly Vitalent Group), the Pacific Northwest based Management Consulting firm, was named a Finalist in the Fastest-Growing Company of the Year category in The 5th annual Stevie Awards for Women in Business.

The Stevie Awards for Women in Business honor women executives, entrepreneurs, and the companies they run – worldwide. The Stevie Awards have been hailed as the world’s premier business awards.

More than 1,200 entries were submitted for consideration in 50 categories, including Best Executive, Best Entrepreneur, and Best Community Involvement Program. Lenati is a Finalist in the Fastest-Growing Company of the Year category.

Lenati focuses on consulting in the Sales & Marketing Strategy arena. Lenati’s goal is to help its clients go to market more successfully and more efficiently with a focus on creating competitive advantage via differentiated customer experiences. “We are very excited about this nomination! Lenati has worked hard to grow swiftly without compromising our ability to create competitive advantage for our clients in the markets they serve,” said Jennifer Winter, Managing Partner. “Our exceptional team of seasoned professionals makes us successful.”

Finalists were chosen by business professionals worldwide during preliminary judging. Members of the Awards' Board of Distinguished Judges & Advisors and their staffs will select Stevie Award winners from among the Finalists during final judging.

“Being named a Finalist in The Stevie Awards for Women in Business is an important achievement,” said Michael Gallagher, president of the Stevie Awards. “It means that independent business executives have agreed that the nominee is worthy of recognition. We congratulate all of the Finalists on their achievement and wish them well in the competition.”

Details about The Stevie Awards for Women in Business and the list of Finalists in all categories are available at www.stevieawards.com/women.

About Lenati

Lenati is a professional services firm offering strategic methods for clients to have meaningful connection with their customers in order to elevate performance, revenue, and market share. Lenati offers a variety of solutions to help companies effectively develop products and

experiences that are valuable to their customers. Based in the Pacific Northwest, Lenati is well-known for intellectual rigor, practiced expertise, and an uncanny ability to perceive and meet clients' needs. Lenati was founded as Vitalent Group in 2005 by Jennifer Winter and Kris Klein, former executives at Arthur Andersen Business Consulting and Hitachi Consulting.

About The Stevie Awards

Stevie Awards are conferred in four programs: The American Business Awards, The International Business Awards, The Stevie Awards for Women in Business, and The Stevie Awards for Sales & Customer Service. Honoring organizations of all types and sizes and the people behind them, the Stevies recognize outstanding performances in the workplace worldwide. Learn more about The Stevie Awards at www.stevieawards.com.

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