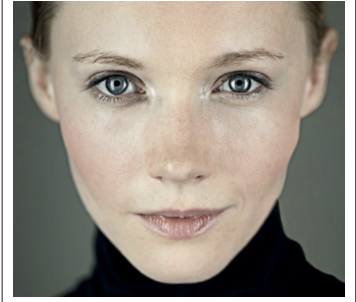


BUSINESS WOMAN



Press Release 2/2012

Brno (June 28, 2012)

Today Sees the Launch of Business Woman, a New Magazine For and About Women in Top Management.

The first issue of Business Woman, a fresh, new, and innovative platform for women managers from both the corporate and business sectors to share experience, knowledge and views, is out today.

Addressing the theme of "woman-manager" from various perspectives, the magazine features interviews, comments and articles (often written by women managers themselves) that aptly describe "roads to success" and what success is about. The title provides inspiration and space for professional and personal development.

Inside the first issue:

- All-around and open interview with Alice Punch, Zentiva HR Director and former long-term head of the Czech branch of Korn/Ferry International
- The extraordinarily ordinary success story of Ivana Šachová, owner of Silex and winner of many management awards
- What is it like for a Czech woman manager to live and work in Austria? And for a British manager in the Czech Republic? What made a successful lawyer set up her own kindergarten?
- Exclusive articles from a prestigious American magazine for top managers - Harvard Business Review.

"Our goal is to bring high-quality, innovative contents, offer a new point of view, and convey the experience of the successful - both from the Czech Republic and abroad."

Vincent Belej, Managing Director

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The Business Woman magazine is published 10 times a year and is not available on newsstands. Price per issue is CZK 150. Ten issue subscription is 1500 CZK.

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