

For more information contact: Kathy Ameche (312) 202-0034

For Immediate Release: Chicago - August 27, 2009

Announcing Woman Road Warrior Day 2009

September 21st Day to Honor Women Who Travel on Business

Kathy Ameche, 25 year Road Warrior, author and Traveler in Chief of the website WomanRoadWarrior.com, announced today the 4th annual celebration of Woman Road Warrior Day on September 21st 2009. The event, initiated by Ameche after the success of her book *The Woman Road Warrior: A Woman's Guide to Business Travel* (Agate 2005, 2007), has gained momentum and followers over the past four years.

New this year is a sweepstakes and survey to collect preference, opinions and advice from Woman Road Warriors. Prizes include a Kindle, an iPod touch and a Spa Day. Entry forms are available on the website (<http://womanroadwarrior.com/>) and will be sent via email to women who have already signed up for information via LinkedIn, Facebook or Twitter.

"Anybody who has traveled regularly in the past few years knows the feeling of having to battle the obstacles of security rules, extra charges and delayed flights," explains Ameche. "Nearly 50% of today's business travelers are female and they wage the fight with incredible style," she continued.

They cover millions of miles each year, and influence strongly the travel decisions of their employees, associates and relatives. It is an economically powerful group."

"This is a day to salute the persistence, flexibility, and stamina of the Woman Road Warrior," says Ameche.

"To excel as a Woman Road Warrior is to be an expert on many levels: an expert at your business, an expert at traveling, a wizard of scheduling and enough of a technical expert to stay in communication with colleagues and family through text messaging, lapping, PDAing and cell phoning."

Ameche is a well-known speaker and travel expert who has appeared on Oprah and Friends, CNN Airport News and WBBM-TV, CBS/Chicago. She has also joined the entrepreneur community by launching the MicciMicci line of travel products (www.miccimicci.com).

With twenty plus years of executive level corporate experience, Ameche's positions have included Vice President and Chief Information Officer, Tribune Company, and Senior Director, Dun & Bradstreet Software.

The Woman Road Warrior is a division of Ameche Group LLC,

1341 W Fullerton, Ste 157, Chicago, IL 60614

(312) 202-0034

8/27/09

2 of 2

#####