

Women Executive Leadership Announces Launch of Renovated Web Presence

New Site Designed to Advance the Movement of Board-Ready Female Executives

FORT LAUDERDALE, Fla. – November 2, 2009 - WEL (Women Executive Leadership), a Florida based non-profit organization that advocates, educates, and connects accomplished women, today announced the redesign and relaunch of its online destination, www.WomenExecutiveLeadership.com.

Having undergone a major transformation, WEL's new web site offers enhanced features, resources and tools to provide members, non-members, and site administrators a unique online experience that's both intuitive and practical. With the redesign, visitors will find intuitive navigation to work their way around the site. They'll also discover the most up-to-date content, along with an enhanced newsroom with press releases, links to relevant content, and YouTube™ videos that relate to the issues and obstacles facing female executives on a local and national level.

In addition, the web site now includes an events calendar with sign up and registration functionality, as well as an online membership application with commerce capabilities. Current WEL members also have the ability to login and gain access to a secure member-only section with executive job postings and event presentations. In whole, the design and features enable visitors to expedite the process of finding information in a fast, efficient manner, making their experience on the WEL as informative as possible.

"We are excited to relaunch WomenExecutiveLeadership.com, and thankful to the entire team for their support," stated Diana Harville, WEL Board Member and Communications Committee Chair. "The new site has an elevated, *Fortune* 500 look and feel, offers us complete content management flexibility, and positions WEL for new phases of growth."

In addition to the new functionality, the site is also equipped with a complete back-end content management system to publish current information easily and frequently. By building a savvy, state-of-the-art web site, WEL is able to provide existing members and new visitors with relevant content and a refreshing and intuitive user experience.

The new site was designed and is being maintained by www.MeritMile.com, a full-service integrated marketing communications agency in Boca Raton, FL.

About Women Executive Leadership

WEL advocates, educates and connects accomplished executive women. Through extensive networking opportunities and educational workshops, the organization helps prepare female leaders for corporate Board and executive suite positions. WEL enables women to raise their profile and move to the forefront of executive search opportunities. Its signature event, **Corporate Salute**, provides an important advocacy platform that



brings necessary attention to the landscape of gender diversity in the corporate world. WEL will salute the award winning companies and release its 2008 Census Study that details and benchmarks the status and number of women in the Boardroom and in executive positions of Florida's Top 150 public companies. All qualified members from the corporate sector, private enterprises and not-for-profit organizations are encouraged to join WEL. For membership information and to attend the Corporate Salute, please visit www.WomenExecutiveLeadership.com

Cristina Sorondo
Public Relations
Merit Mile Communications
CSorondo@MeritMile.com
<http://MeritMile.com>
Cell: + 1 (305) 298-7228
Main: +1 (561) 362-8888
Fax: +1 (561) 395-7375

#