

Contact: Elyse Sholk
Telephone: (908) 812-0756
E-mail: elysegs@wharton.upenn.edu
Website: www.wharton-women.com

FOR IMMEDIATE RELEASE

VICTORIA'S SECRET CEO AND CAMPBELL SOUP COMPANY COO TO SPEAK AT WHARTON WOMEN BUSINESS CONFERENCE

On Friday, February 4, 2011, Wharton Women will host the annual Wharton Women Business Conference sponsored by Ernst & Young. The event will be held from 10 a.m. until 4:30 p.m. at the Inn at Penn. 150 students from the University of Pennsylvania and peer institutions are expected to attend this event. The theme of the Conference, "Leadership: Transformed and Redefined," highlights the accomplishments of women who have transformed and redefined female leadership across various industries. As one of the club's most anticipated events of the spring semester, the Business Conference brings high-profile industry executives and entrepreneurs to speak directly to students.

The morning keynote address will be delivered by Lori Greeley, CEO, Victoria's Secret Stores. The morning panel, *Women Transforming Industries*, will feature the following four speakers: Mia Bauer, Co-Founder, Crumbs Bakery; Lauren Bush, Co-Founder & CEO, FEED Projects LLC; Traci Lerner, Founder, Chesapeake Partners; and Lida Orzeck, Co-Founder and CEO, Hanky Panky. The afternoon keynote will be delivered by Denise Morrison, EVP & COO, Campbell Soup Company. The afternoon panel, *Women Redefining Social Responsibility*, will feature the following four speakers: Lisa Loscalzo, President and Co-Founder, The Little Clinic; Angie Myung, Co-Founder, Poketo; Lynn R. Patterson, Co-Founder, Pro Mujer; and Susan Wilson, Founder and CEO, The Judgment Group and FundHer. A representative from Ernst & Young will make introductory remarks.

Members of the media are welcome to attend, but pre-registration is required. To register, please contact Conference Chair Elyse Sholk at elysegs@wharton.upenn.edu.

About Wharton Women

Wharton Women is one of the largest paid-member undergraduate student organizations at the University of Pennsylvania. Wharton Women facilitates the personal and career development of females in business by building a network of exceptional undergraduates, professionals and faculty. It aims to provide direction, insight, and camaraderie to all undergraduate women at Penn who are interested in business or intend to enter the business world upon graduation.

Through numerous events, such as the Business Conference, Annual Dinner, panels, workshops, and philanthropy work, Wharton Women promotes the establishment of valuable industry contacts and aims to aid the transition between the University and the workplace. Previous speakers include Cathie Black, former President of Hearst Magazines, Meredith Whitney, CEO of Meredith Whitney Advisory Group, Tory Burch, fashion designer, Mary Simmons, CEO and Chairman of Rite Aid, and Sharon Allen, Chairman of the Board of Deloitte LLP.

About the Wharton School

The Wharton School of the University of Pennsylvania — founded in 1881 as the first collegiate business school — is recognized globally for intellectual leadership and ongoing innovation across every major discipline of business education. The most comprehensive source of business knowledge in the world, Wharton bridges research and practice through its broad engagement with the global business community. The School has more than 4,800 undergraduate, MBA, executive MBA, and doctoral students; more than 9,000 annual participants in executive education programs; and an alumni network of 86,000 graduates.