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**WELL REHEARSED NAMED AS FINALIST IN 2009
STEVIE® AWARDS FOR WOMEN IN BUSINESS**

Innovative Event Planning Company is Recognized in Category of Best New Service

SAN FRANCISCO – OCTOBER 22, 2009 – Well Rehearsed, an event planning company specializing in rehearsal dinners, was named a finalist in the category of Best New Service of the Year in the 6th 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.

Well Rehearsed was launched in 2007 and is the only event planning company focused on designing rehearsal dinners. The rehearsal dinner, traditionally hosted by the groom’s family, is the first event in the wedding celebration but often gets the least attention. Well Rehearsed was created to help brides, grooms and their families plan a very personalized event to welcome their family and friends.

“Well Rehearsed is thrilled to be recognized for a Stevie Award,” said Kathy Goodman, the company’s Owner and Creative Director. “The wedding industry is highly competitive. We are taking a new approach to wedding planning by designing the rehearsal dinner to be a true kick-off event instead of just an afterthought.”

More than 1,100 entries were submitted this year for consideration in 54 categories. 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.

About Well Rehearsed

Well Rehearsed is a distinctive event planning company that specializes in creating one-of-a-kind rehearsal dinners. Our goal is to transform a traditional dinner party into a truly exceptional and unforgettable event that kicks off the wedding in style. Each event reflects the personality of the couple being celebrated. From venue selection to complete event design, Well Rehearsed helps create unique, thoughtful celebrations. Well Rehearsed can be seen in Daily Candy, ABC's Home with Lisa Quinn, StyleMePretty.com, Northern California Brides, San Francisco Brides and numerous blogs highlighting its creative services. For more information, please visit www.wellrehearsed.com.

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.

Sponsors of the 6th annual Stevie Awards for Women in Business (as of October 9) include the Business TalkRadio Network, Covario, Inc., and KeyBank. Localization partner of the 2009 Stevie Awards is Lionbridge.

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