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PRESS RELEASE

Helping Business Owners Thrive in 2009

EPiC Measures Teams with Emory University's Center for Lifelong Learning to show entrepreneurs how to stay 'ahead of the curve'

Atlanta, GA, January 9, 2009 – EPiC Measures, LLC (EM) has teamed up with Emory University's Center for Lifelong Learning to help business owners thrive in 2009. Launched from EM's BrandNu (Brand New) Seminar Series™, *"Building a Business from the Inside Out"* will be held on February 21, 2009 at Emory's Briarcliff Campus and on March 30, 2009 at the University's Alpharetta satellite. The seminar provides attendees with the comprehensive approach to establishing and operating a company.

According to EM's brand marketing manager and seminar instructor, Isha Edwards, learning the comprehensive approach to business ownership is essential to reaching a greater end. "I teach business owners to create in such a way that they are always, 'ahead of the curve' and others either follow or are forced to create an entirely new product after theirs (think iPhone)," says Edwards.

Through EM, Edwards has a proven track record of helping business owners increase value. Business development specialist for the U.S. Small Business Association's Georgia District Office, Dorothy Fletcher attests to Edwards' enthusiasm, knowledge of business concepts and seminar results. "We receive such positive feedback from participants due to [Isha's] excellent presentations and stimulating discussions," says Fletcher. "[Isha] greatly contributed to [our] exceeding training goals for fiscal year 2008."

A seasoned educator, Edwards recognized the need for nontraditional business owners to gain essential business insight while consulting with executives in the nonprofit, professional services and entertainment sectors. Tailored for individuals as well as organizations, the seminar caters to those who desire to increase their knowledge of business principles with an emphasis on brand-driven marketing.

About the Company

EPiC MEASURES (EM) is a brand-driven business-to-business entity, which offers a "next practices" approach to establishing and operating a business. With measurable outcome, EM seeks to increase the profitability of individuals and organizations through five core services: marketing strategy, brand management, business communications, intellectual capital-research and development, and personnel training.

To enroll in the class, visit: www.cll.emory.edu/classes.cfm?cla=-330962085&pt=3. For more information about EPiC Measures, call (404) 374-4482 or visit www.epicmeasures.com.

About Isha Edwards

In addition to holding a degree in business management, Isha Edwards has 14 years of experience in business education. She also has 17 years of business experience in corporate and nonprofit organizations.

Among a myriad of talents, Isha is an idea catalyst for companies and individuals in entertainment, retail and professional services, academia and small business administration. A self-described brand agent, Isha has garnered notoriety in music and media in Atlanta, Los Angeles and New York. She is an established journalist and editor whose published work appears in more than 20 business and entertainment periodicals in the U.S. and abroad.

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