

MEDIA RELEASE

For Immediate Release
2 November 2010

Techie Expert Wins MCEI Women in Business Award

Charly Leetham of online IT and marketing business AskCharlyLeetham.com is still celebrating after winning the Marketing Communications Executives International (MCEI) Women in Business Marketing award last week.

It has been a busy year for Charly, who was also invited to join the Women's Ecommerce Association International Board of Advisors for Women in Ecommerce and was shortlisted in the Telstra Business Woman of the Year 2010 awards. The MCEI award caps off Charly's amazing achievements in 2010.

"I'm so excited to win this award and receive recognition for my work at an international level. This has been a great year for highlighting my achievements in business and the growth that goes along with that," Charly said.

Working with the tagline, "Online Business Implementation Expert and Your Virtual IT Support Team. Relax, You're In Good Hands," Charly has been helping women who operate solo, micro and small businesses, such as virtual assistants and home-based enterprises, to develop the Internet as a sales channel since 2007.

"I developed my technical knowledge of online marketing techniques and tools and essentially became the go-to person for 'techie' advice," Charly laughed.

"As my understanding of the online marketplace developed I was able to put together tools to help these women grow and market their businesses online, testing and measuring social media, blogging and ecommerce platforms myself before recommending them to my clients.

"It was through this methodology I became known and an expert in the online space, but also a trusted supplier. I use the experience I developed in various roles and businesses before launching AskCharlyLeetham.com with my ongoing research to develop the best methods to grow businesses," she explained.

Charly has more than 20 years experience in the IT industry, ranging from hands-on technical, to high-level business management. She installs and configures computing equipment and

has managed business contracts in excess of \$26 million dollars.

The MCEI brings business people together from a range of industries to discuss and develop marketing communication channels and techniques, with nine national chapters operating in eight countries around the world. MCEI members represent Marketing, Public Relations, Advertising, Communications and Corporate Executive professions. The organisation, formerly known as the SPEA (Sales Promotion Executives Association), was founded in 1954 in New York.

For more information visit www.askcharlyleetham.com or email charly@askcharlyleetham.com.

-ends-

For further information, images or an interview please contact:

Johanna Baker-Dowdell

Strawberry Communications

P: 0423 969 661

E: johanna@strawberrycommunications.com.au

W: www.strawberrycommunications.com.au

Charly Leetham

Ask Charly Leetham (a Leetham Trust Project)

PO Box 152, Calwell ACT 2905

0411 573 983

Charly@askcharlyleetham.com

About AskCharlyLeetham.com

Ask Charly Leetham believes technology is an enabler that aids business success – technology does not determine the direction of the business.

The business specialises in connecting disparate systems and providing a full service for any business seeking to create, grow and manage their online presence. Its aim is to provide a technology solution that allows each business a level of autonomy in maintaining and updating their online presence, whilst still being cost effective.