

FOR IMMEDIATE RELEASE:

CRAVE PORTLAND: NEW FACE, NEW PERSPECTIVE, NEW CRAVINGS

Portland's beloved CRAVEportland announces Mai Tran as its new Owner/ CRAVE Maven

May 19, 2009 (Portland, Oregon) – CRAVEportland, a subsidiary of CRAVEcompany, known for connecting local Portland boutiques, designers and small business owners with industry experts and tastemakers through its exclusive, one-of-a-kind events announces a new owner today, Portland's own Mai Tran. The marketing and event guru will now head the six-year old franchise, consisting of CRAVEparty, CRAVEguides and CRAVEbusiness, with aggressive, innovative goals to take CRAVEportland to new heights.

Tran has an extensive background with project management, marketing and events for high-tech corporate, fashion, entertainment, non-profit, and professional athlete clients. She has a proven track record for delivering excellent results and her events are run with impeccable efficiency, taste and flare. Tran is an University of Portland alum, and currently resides in her hometown of Portland with her dog Bella.

"Mai brings class and the highest level of professionalism with each of her projects and events," says Ericka Dickey of Social Enterprises, Inc. and previous owner of CRAVEportland. "CRAVEportland is in great hands, and we're delighted to see and take part in what Mai will do next."

CRAVEportland offers three diverse and helpful resources for professional women and small business owners in the Portland area. CRAVEparty is an exclusive, festive, glam-gal gathering of fun, entertainment, personal pampering, specialty shopping and just hanging with the girls. CRAVEguides is the go-to resource for urban-minded women when it comes to all things business and pleasure. Offering books, DVD's, TV, web and other new media content, CRAVEguides celebrates stylish entrepreneurs by showcasing the most creative, interesting and gutsiest proprietors from cities all over the world. This past May 11th, CRAVEportland released *CRAVEportland and Clark County: The Urban Girl's Manifesto*, a unique and stylish guidebook for Portland living complete with real-life examples of amazing women around town who will help satisfy your next craving. CRAVEbusiness is a social and resource network for stylish innovators who own their own business or dream of starting one. Through one-on-one consulting, workshops, and red-carpet access to sage and savvy experts, CRAVEbusiness gives you a fresh take on designing your work and home life.

For additional information on CRAVEportland and/or event opportunities, contact Eleah Tomei or visit www.craveportland.com. Stay tuned for more information on CRAVEportland's Summer Party in August/September 2009.

ABOUT CRAVEportland:

CRAVEportland innovatively connects small business owners with the customers they crave. We fuel entrepreneurial communities with know-how and fresh ideas; from business consulting to shopping fairs to new media. CRAVEportland knows what it takes to thrive in the modern marketplace. Visit www.craveportland.com.

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