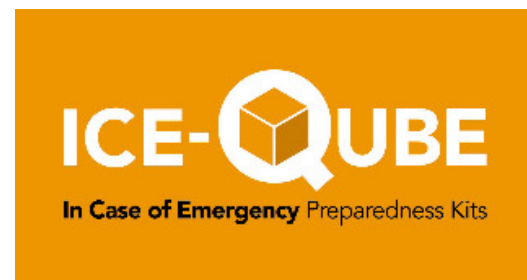


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For: ICE-Qube –Life Happens. Be Prepared. **DRAFT FOR APPROVAL 4.08.2009**

IT'S NEVER TOO LATE TO CHANGE CAREERS

--Leslie Fastenberg, President of ICE-Qube will host a lively, eye-opening panel discussion on how you can successfully change careers when you are 45+ at the Learning Annex's MoneyFest in New York City on Saturday, April, 25--

NEW YORK – Leslie Fastenberg, President of ICE-Qube will be the moderator of an exciting panel discussion on switching careers for men and women who are over 45 at MoneyFest in New York City on Saturday, April 25. MoneyFest is conducted by the Learning Annex and will give attendees insider secrets for achieving financial success in any economy.

The panel for Leslie's dynamic course is made up of post 45-year-old, successful career switchers, who reveal their secrets for reigniting the fire in themselves, finding their real passion and doing what they always wanted to do. The panel will include Adam J. Stark, President and Founder of Stark Business Solutions; Deb Volberg Pagnotta, President of Interfacet, and Kim Ann Curtin, CEO and founder of www.TheCoachShoppe.com.

Leslie was chosen to lead this panel because she is not only the President of ICE-Qube, one of America's fastest-growing, privately-owned companies, but she also traded a successful career to become a self-styled "hockey mom," and then again turned her life around after 45 with a great idea for a small, home-based business that she built into a thriving company.

Leslie is a testament that it is never too late to change careers. Whether you are stuck in a dead-end job, re-entering the job market or simply ready for something more exciting, this course will show you how to:

- Overcome blocks and obstacles and identify possible solutions
- Reinvent yourself, personally and professionally
- Go from where you are now to where you want to be
- Identify your career objectives
- Develop a proactive, targeted and individualized search plan
- Improve your marketability in the workplace
- Transfer traditional resumes to scannable, e-mail and Internet formats

- Successfully answer the 20 most difficult interview questions

-more-

ICE-QUBE, MoneyFest 2-2-2

- Establish new business relations

ICE-Qube, In Case of Emergency Preparedness Kits was founded by Leslie in an effort to provide better, more effective solutions to other emergency kits. ICE-Qube contains everything you might need for an emergency, including quality products, such as surgical masks, safety goggles, flashlight with batteries, a water container and an AM/FM radio. ICE-Qube recently expanded their brand to include smaller products from ‘in case of emergency,’ to ‘just in case.’

For more information about MoneyFest and this course, please visit www.moneyfest.com.

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EDITOR’S NOTE: To speak with Leslie Fastenberg or get more information about ICE-Qube products, please contact Pamela Wadler or Nancy Trent at (212) 966-0024.