



**PRESS RELEASE - April 26th, 2007**, Newark, DE

For Immediate Release - Business News

***'THE CABLE LADY' signs on as host of new television series!***

Entrepreneurial Spirit LLC in conjunction with Business Television Network of Newark, Delaware announced the signing of broadcasting personality **'The Cable Lady'** to host their new series of Business Television Programs.

Presently in pre-production, 'The Cable Lady® Connection.' will air regionally in the Greater Delaware Valley and beyond, once Business Television Network completes negotiations for national distribution.

'The Cable Lady® Connection.' is the perfect vehicle to bring national attention to many deserving and dynamic businesses that are ready to reach the next level of success!" When asked in a recent interview to describe the format of their new venture, FM, 'The Cable Lady' replied; "As host of a new business television program my job is to connect business with consumers. We're bringing a fresh approach and look to businesses who want to get the word out about their products and services." She went on to say: "Our programs represent the dynamic nature of American Business. 'The Cable Lady® Connection' always has the consumer in mind... Business needs to connect to their potential clients and not have people hunt for them. As a consumer advocate I feel it is important for consumers to get a look at how products benefit them and see the companies that they are considering doing business with. Personally I'm excited...we're excited, by this lineup! I'm building connections for business and I'm making a difference!"

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