



NEWS RELEASE

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**KAREN F. PUCHALSKY, CEO OF INNOVATE E-COMMERCE INC.,
NAMED ONE OF THE TOP 25 MOST OUTSTANDING BUSINESS WOMEN -
BUSINESS WOMEN FIRST – WOMEN IN BUSINESS AWARDS 2009.**

PITTSBURGH, PA – Karen F. Puchalsky, CEO and founder of Innovate E-Commerce, Inc a consulting firm was named one of Pittsburgh top 25 women in business. The award is commissioned by the Pittsburgh Business Times and National City.

The Pittsburgh Business Times and its sponsors will honor Ms. Puchalsky and fellow recipients of the region's most outstanding women for their business accomplishments on March 5, 2009 at the Downtown Hilton from 5 to 8 p.m. The awards program will include networking, dinner and the awards presentation.

The Women in Business Awards are presented based on the individual's accomplishments and careers at both nonprofit and for-profit organizations. While a nominee's non-work activities (community or philanthropy) are considered, the primary thrust of this program is how the nominee has been a driving force in their workplace.

About Karen Puchalsky: Puchalsky is CEO and founder of Innovate E-Commerce and prior award recipient named one of Pennsylvania's Best Women in Business. Founded in 1997, Innovate E-Commerce is an award-winning firm offering EDI Managed Services. Employees are located in Pittsburgh, Columbus, Denver and Raleigh. The company provides EDI and electronic business outsourcing to global businesses. Innovate E-Commerce is the solution that exceeds the business requirements of their customers and their customers' customers!

For more information, contact Amber Westwood at 412-681-7090 or awestwood@innovateec.com.

Innovate E-Commerce's website is www.innovateec.com.