

February 10, 2006

Dear Mr. Dean,

**Women mean business...for your business!**

**Women business owners are critically important to the Greater Columbus economy.** There are an estimated 52,818 privately held, 50% or more women-owned firms in the Greater Columbus area. However, women continue to face unique obstacles in the world of business. That is why we are offering you **the opportunity to be a front-runner in this powerful, groundbreaking initiative.**

At the Women's Business Network, we are turning the challenges facing working women into unlimited opportunities. The Women's Business Network, working directly with The Ohio State University, has established the **Women's Business eUniversity.**

**The Women's Business eUniversity is an interactive educational venue** enabling entrepreneurial, professional, and career-minded women to:

- Participate in programs that assist and educate women who are starting or growing their businesses
- Develop and enhance their business, leadership, and management skills
- Grow professionally and profitably

**We are inviting Federated Department Stores, Inc. to join us in this innovative project. Your sponsorship will:**

- Provide visible support of diverse value-added suppliers, creating a competitive advantage for your company
- Position your company as a leader in women-friendly business support and enterprise culture
- Support bold initiatives and programs designed to support women's businesses

We are requesting a sponsorship of \$10,000 to provide seed money for startup of the **Women's Business eUniversity.** The **enclosed sponsorship packet and sponsorship form** explain in more detail the organization, services, market, financial considerations, and community resources of the **Women's Business eUniversity.**

We hope **we can count on your support.** I will contact you at the end of next week or feel free to call me at 614-559-2341 if you have questions.

We look forward to partnering with you on this venture.

Sincerely,

Susan James  
President, Women's Business Network

P.S. The time for the **Women's Business eUniversity** is now. **Commit your support today!**

Enclosures