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ActivEntrepreneur™ Selects Shafer Communications as its Public Relations Agency of Record

Agency to Manage National PR Efforts for Business Networking Group Focused on Healthy Lifestyles

Fort Worth, TX – January 16, 2008 - ActivEntrepreneur™, a business networking group for entrepreneurs and aspiring entrepreneurs who strive to lead active, healthy and eco-friendly lives, has retained Shafer Communications, a Fort Worth, Texas-based public relations firm, to develop and manage its regional and national public relations efforts.

ActivEntrepreneur, founded in April, 2007, is a national membership-based business networking group for entrepreneurs that mixes networking with active events such as walking, hiking, volleyball, dancing or kayaking. At each networking event, entrepreneurs also learn about growing their business and have the opportunity to network with other active entrepreneurs. Currently, ActivEntrepreneur has chapters in Suffolk County, New York, Nassau County, New York and Central, Massachusetts, with plans to create new chapters across the country in 2008.

“As we expand nationally, we need a public relations firm with a proven track record in both local and national PR,” said Jennifer Ross, co-founder of ActivEntrepreneur and strategic marketing expert. “Shafer Communications is the right firm to ensure that we gain visibility and grow our existing and future chapters.”

"ActivEntrepreneur offers a much-needed alternative to indoor, sit-down networking meetings," said Kelly Kirkendoll Shafer, president of Shafer Communications. "We are excited to promote this new resource and support its mission to provide healthy, active ways for entrepreneurs to network and create balanced lifestyles."

About Shafer Communications

Shafer Communications is a public relations and marketing communications firm focused on partnering with clients to help their businesses grow. Based in Fort Worth, Texas, Shafer Communications represents local, national and international companies across a wide array of industries. The company's client list includes VacationVacations, Gray Hair Management, ActivEntrepreneur, Access Trips, Golf Etc. and Dallas/Fort Worth-based Kids Who Care Musical Theatre, JoDesign, FamilyLobby.com and RPGA Design Group. For more

information, please visit www.shafercommunications.com or contact Kelly Kirkendoll Shafer at 817.236.6075 or kelly@shafercommunications.com

About ActivEntrepreneur

Founded in April, 2007 by marketing strategist Jennifer Ross and holistic health counselor Eileen Weilbacher, ActivEntrepreneur is a business networking group for entrepreneurs and aspiring entrepreneurs who strive to lead active, healthy and eco-friendly lives. Jennifer and Eileen met at a traditional small business breakfast meeting in early 2007. Although their entrepreneurial paths are different, they quickly realized that they share a love of being outdoors and a devotion to being active and healthy. After the breakfast meeting, they decided to take a walk, and during this 'Walk and Talk,' the idea for ActivEntrepreneur was born. Currently, ActivEntrepreneur has chapters in Suffolk County, New York, Nassau County, New York and Central, Massachusetts, with plans to create new chapters across the country in 2008. For more information, please visit www.activentrepreneur.com or contact us at active@optonline.net or 631.736.8996.

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