

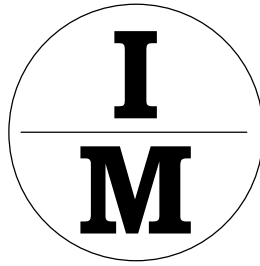
MIAMI

**Miami, FL - December 2004** - The Collanade Hotel in Coral Gables was the location for the 4th Annual **Women in International Trade (WIT)** gala for the selection of this year's WIT Award for the **Business Woman of the Year** with the most outstanding achievements in promoting South Florida as a center for international business and trade. This year's winner was **Irene Marie**, President and Chief Executive Officer of **Irene Marie Models**.

Since establishing her primary office in Miami Beach, Irene Marie has always been on the forefront of promoting Miami Beach and South Florida as a key destination to the worldwide fashion and film industry. From 1985 to 1987 Irene served as Vice President and then Executive Vice President of the Florida Motion Picture and Television Association which developed strategies to bring more international fashion print and film business to the area, fostered standards of industry ethics, and educated the public of fraudulent agencies through seminars.

Over the years, Irene has worked with different levels of local government from the Mayor to state and local representatives, introducing ideas and plans to continue to promote economic growth in the industry and area to the global economy. Irene has served as President and was fundamental in forming the Florida Association of Talent and Model Agencies, Co-Chairman of the Model Agents Production & Photography Association, Co-Chairperson of the Dade Film & Print Advisory Board, Co-Chairperson of the Miami Beach Film & Advisory Board and has been a Member of the Ocean Drive Association since its inception, Executive Board of the Miami Beach Development Corporation, the Miami Beach Film and Print Advisory Board, Miami Beach Economic Council, and the Film, Fashion, Music, and Entertainment Task Force of the Greater Miami Convention & Visitors Bureau. As the largest independent talent agency on South Beach with the longest presence in the area, Irene Marie is a key player and unofficial spokesperson for the industry with worldwide name recognition. Her knowledge of the industry's history and predictions about future trends create "sound bites" that are the staple of the local and Latin American media. As recently as this year, Irene participated in a special meeting of talent agencies with Senator Margolis and members of the Florida Department of Business and Professional Regulation which discussed issues that would maintain professionalism within the industry with her emphasis on education for the general public and tax incentives from the government to promote new international and domestic trade and continued growth in her industry in South Florida.

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**Irene Marie, WIT Business Woman of the Year - 2004**

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