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Market M Helps UIC Institute of Entrepreneurial Studies Promote Entrepreneurship Hall of Fame

Chicago, IL – February 6, 2008 – Today, Market M was asked by the University of Illinois at Chicago's Institute for Entrepreneurial Studies to help promote and publicize the 2008 Chicago Area Entrepreneurship Hall of Fame and its annual induction ceremony.

Since 1985, the Chicago Area Entrepreneurship Hall of Fame has recognized innovative business leaders in Chicago's seven-county area who have demonstrated entrepreneurial spirit and business talent by founding or growing their respective business. As part of the project, Market M will work to generate media coverage in the local communities of each inductee and assist in the media efforts to publicize Leonard H. Lavin of Alberto-Culver, Co. as the Hall of Fame Special Lifetime Achievement Award winner.

"The Chicago Area Entrepreneurship Hall of Fame and the Institute for Entrepreneurial Studies has spent 25 years honoring entrepreneurs. Entrepreneurs are vital and influential leaders in the Chicago global business community. With Market M's help, we can recognize the 2008 Hall of Fame Inductees for their contributions to entrepreneurship and the business world," said UIC Institute of Entrepreneurial Studies Founder and Chairholder in Entrepreneurship Professor Gerry Hill.

"As an entrepreneur myself, I recognize the value and understand the significance of the Entrepreneurship Hall of Fame and the UIC Institute for Entrepreneurial Studies. Based on this personal knowledge and experience with entrepreneurial media relations, we will be able to help increase awareness of the inductees' success while promoting the ideals and spirit of entrepreneurship," said Market M Founder & CEO Courtney Hill.

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About the Chicago-Area Entrepreneurship Hall of Fame

Since 1985, the Chicago Area Entrepreneurship Hall of Fame has recognized innovative business leaders in Chicago's seven-county area. Each year, the Hall of Fame inducts distinguished entrepreneurs who have demonstrated entrepreneurial spirit and business talent by founding or growing their respective business.

Past inductees include: Robert J. Abt of Abt Electronics; John W. Baird of Baird & Warner; Robert W. Galvin of Motorola; Michael P. Krasny of CDW Computer Centers, Inc.; Stuart R. Paddock, Jr. of Paddock Publications (Daily Herald); Gordon Segal of Crate & Barrel; and Charlie Trotter of Charlie Trotter's.

About the UIC Institute of Entrepreneurial Studies

The University of Illinois at Chicago Institute for Entrepreneurial Studies is commemorating its 25th anniversary with a year-long celebration. Founded in 1982 by Professor Gerry Hills, Coleman Chairholder in Entrepreneurship, the institute is one of the leading entrepreneurial research and professional organizations in the United States. Today, the institute has expanded its scope and depth with innovative programs serving students, business owners and the international research community.

About Market M

Market M is an integrated marketing firm focused on providing comprehensive project and campaign based solutions for small to mid-sized businesses, as well as non-profits. We also help large companies and government agencies develop marketing campaigns targeting the small business marketplace, and serve as a low-cost alternative for developing marketing support material for organizations of all sizes. To learn more about Market M, visit us online at www.marketm.com.

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