

FOR IMMEDIATE RELEASE:

Lisa Rinna to Make Celebrity Appearance at the 1st Annual Upstate Women's Show

Greenville, South Carolina, April 9, 2008--- Celebrity Lisa Rinna has been contracted by JBM & Associates to appear at The Upstate Women's Show, to be held August 22-24, 2008 at the Carolina First Center in Greenville, SC.

Lisa Rinna currently serves as a host and fashion expert for TV Guide Channel's red carpet pre-shows, and has recently starred as Roxie Hart in the hit Broadway musical *Chicago*. In 2006, Rinna competed on ABC's *Dancing with the Stars*, and later toured nationally with the show. She is also famous for her roles in *Days of Our Lives* and *Melrose Place*. When she is not on the screen or on stage, Lisa Rinna is a boutique owner, wife and mother of two. All Show attendees are invited to hear Ms. Rinna speak on the main entertainment stage Saturday, August 23rd, from Noon-2pm.

Other exciting Show features will take place throughout the weekend. These include comedy from the Café and Then Some, cooking demonstrations on the Bi-Lo Cooking Stage and the St. Francis Energize Zone. Seminars sponsored by South Carolina Bank and Trust will include "Managing and Starting a Business," and "Managing your Personal Finance." Other highlights include a fashion show sponsored by Talk Magazine and Millie Lewis, a makeover contest sponsored by Clear Channel and "Scrapbooking for Families of Survivors" presented by the Susan G. Komen Foundation.

The Upstate Women's Show is an exciting new event designed to give women the opportunity to learn, compare and shop for thousands of products and services in a fun and interactive environment. This Show provides the ideal venue for businesses to showcase and sell their products and services and meet face-to-face with thousands of female consumers in only 3 days!

Exhibit space is currently being sold. Categories include: Health & Wellness; Food & Wine; Home Improvement; Fashion & Beauty; Home Décor & Gardening; Real Estate; Business & Finance; Arts & Crafts; Gifts, Hobbies & Accessories; Recreation, Travel & Leisure; and Family Living (Parenting, Kids, & Pets). Companies interested in participating should call Megan Berridge or Debbie Taylor at (864) 250-9713, or visit www.UpstateWomensShow.com, for exhibitor information.

The Upstate Women's Show is presented by Bi-Lo and sponsored by Bon Secours St. Francis Health Systems and South Carolina Bank and Trust.

For more information please visit, www.UpstateWomensShow.com.

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