

OBAASEMA, INC., DEBUTS ITS FIRST PRINT

Obaasema Magazine is Finally in Copy Form

PHILADELPHIA, July 29, 2008 -- After 24 months with a successful on-line presence, Obaasema magazine, an empowerment publication for African women, has translated its electronic vision into print, showcased at its recent launch event on July 10, 2008 in New York, NY.

The first copy edition, entitled *The Passion Issue*, features Grammy Award-winning Beninese singer/songwriter Angélique Kidjo on its cover. As a publication known to embody, inspire and celebrate the passionate African woman, Obaasema is pleased and honored to have such a powerful and influential woman as Angélique Kidjo grace its cover.

Obaasema magazine holds pride in its hard-earned reputation for pursuing the neglected target audience, that is, the modern African woman, as well as capturing the nuances that inform and affect her life. Obaasema continues to seek and celebrate the modern African woman's every moment, providing her with the essentials needed for emotional and spiritual growth, while also encouraging her to take constructive steps towards obtaining her goals in life.

Now with its new content (in the print version) of home décor, beauty makeovers, financial awareness and "Obaasema Powerhouse" (features of African women in business), Obaasema magazine can truly claim that it has something for everyone. Obaasema hopes to use these tools and more to continue to empower African women in every way imaginable.

ABOUT OBAASEMA MAGAZINE

Obaasema magazine, a subsidiary of Obaasema, Inc., is a publication for African women based in Philadelphia, PA, dedicated to celebrating, empowering and inspiring the African woman through constructive channels. It provides exclusive, objective, independent, unbiased, real-life reporting in generous measure on all of its pages.

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