



NEWS RELEASE

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Electric Kites Success Coaching Introduces New Women's Success Coaching Program

Women's Success Coaching program is designed to provide Energy, Ease and Excellence to Ambitious Women Worldwide

Los Angeles, CA, March 11, 2008—Electric Kites Success Coaching is expanding its offerings to include a new success coaching program created especially for women. The Success Coaching for Women Program is designed to lift participants to greater levels of success. "We all know successful women who feel overwhelmed and unbalanced. It's as if they do everything and it's never enough," said Amy Ahlers, Electric Kites co-founder. "Successful women are looking for compact solutions but are often too busy to put together the support package they really need and want," she said. The Success Coaching for Women Program is designed to provide just that—and more.

"Success Coaching for Women will include more than 13 hours of peer and private coaching each month," said Electric Kites co-founder, Melissa McFarlane. "The program will also include weekly Success Focus Calls to help our participants align their thinking and beliefs with success," she added. According to Ms. McFarlane, a weekly Success Action Call—to ensure that members are taking the best actions at the right time, for the right reasons, and in the right manner—is part of the program. Success Coaching for Women will also include a monthly Success Experts Plug-In Call that will deliver expert advice on the most important areas in a woman's life: relationships, family, finances, sex and personal development.

Success Coaching for Women members will have access to a bi-monthly Success Storming Call that will connect members to each other for brainstorming and mindshare. Also included in the program is the Success Surge Pick-Me-Up Call System which calls members 5 days a week, offering inspiring and practical thoughts, beliefs, Powerspectives and stories to lift and guide in the journey; and membership to a network called The Grid, made up of other amazing women looking for more Energy, Ease and Excellence in all areas of their lives.

Electric Kites Success Coaching will hold a no-obligation, informational call about The Women's Success Coaching Program on Friday, March 14th from 12:00-1:00 PM PST. Contact Samantha Bennett at Samantha@electrickites.com or 1.800.966.2FLY (2359) to RSVP for the call. For more information about Electric Kites Success Coaching visit www.ElectricKites.com.

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About Electric Kites

Certified life and success coaches Amy Ahlers, CPCC, and Melissa McFarlane, CPCC, formed Electric Kites to make life and success coaching accessible and affordable for everyone. Based in Los Angeles with offices in the San Francisco Bay Area, Ahlers and McFarlane strive to create a better world through life coaching, one person at a time. The Electric Kite symbolizes the exhilaration of simultaneously feeling grounded and uplifted. Electric Kites' mission is to create a better world through coaching, by providing a broadly accessible, affordable, and comprehensive suite of individual and group coaching services via the internet, telephone and face-to-face interaction.

With over 15 years experience as a coach, and trainer, Co-Founder Melissa McFarlane works with a diverse spectrum of clients including companies, senior executives and business professionals, entrepreneurs, artists, senior citizens, parents and individuals with a broad range of goals and experience. A sought-after speaker, Melissa has designed and taught training programs and workshops in both the United States and abroad. Melissa is a Certified Professional Co-Active Coach (CPCC) from the Coaches Training Institute, and has a Bachelor of Speech degree from Northwestern University.

Since 2000, Co-Founder Amy Ahlers has coached a wide array of clients—from artists to lawyers to corporate executives—enabling them to reach greater levels of success. Under Amy's guidance, clients have launched businesses, manifested dream jobs, doubled incomes, published books, created fulfilling relationships, and achieved a greater sense of personal and professional satisfaction. Amy is a Certified Professional Co-Active Coach (CPCC), has a Bachelor of Arts degree from the University of California, and is currently finishing her final draft of her first book, "Big, Fat Lies We Tell Ourselves (and Believe!); Wake up to the 52 Truths About How Fabulous You Are."

Samantha Bennett has joined Electric Kites Success Coaching as Associate Director, responsible for program rollout, customer support, internal operations and accounting. She is also involved with marketing and branding for the company. Samantha is also the founder of The Organized Artist Company (www.TheOrganizedArtistCompany.com), and a Senior Facilitator at the Sam Christensen Studios where she is a Senior Facilitator specializing in Identity Definition and Personal Branding. According to Electric Kites Co-Founder, Amy Ahlers, Samantha Bennett is also a working actor, improviser, writer, consensus facilitator, sock monkey maker and an amateur systems analyst who would cheerfully organize a can of peas if given half a chance.

For more information visit www.ElectricKites.com or call 1.800.966.2FLY (2359).

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