

PRESS RELEASE

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Lore International Institute and First Fitness Announce Breakthrough Executive Coaching Program *Increasing Executive Effectiveness and Corporate Velocity*

DURANGO, Co. – January 27, 2005 — Lore International Institute and First Fitness, Inc., two of the world's leading executive and health and fitness coaching firms, have formed an alliance and are introducing a new executive development service that will help professionals learn how to sustain long-term effectiveness and enhance their quality of life. This new offering is called *Vitality Coaching* and it integrates executive and health and fitness coaching into a seamless coaching program. It's been proven that working people who improve the quality of their lives improve the quality of their work, and organizations who help employees improve themselves benefit from higher productivity and employee satisfaction.

“We believe that First Fitness’ focus on physical vitality complements Lore’s focus on leadership effectiveness and that together we can be a more holistic resource for our clients,” said Terry Bacon, President and CEO of Lore International Institute, who decided to form an alliance with First Fitness after

experiencing their coaching himself. “What I found most valuable about my experience with First Fitness is that they take a realistic and effective approach that helps working people manage stress, nutrition, and exercise. And, they are superb coaches. Gregory [Florez] has helped me develop the right exercise, nutrition, and sleep routines for my lifestyle, which includes lots of travel.”

This service was developed in response to the increasing demand for executive coaching that creates high-performing, healthy, and energetic professionals. To facilitate this transformation, individuals are coached across several “intelligences”: emotional, managerial, and health. By teaming together, Lore and First Fitness help clients make improvements in all of these areas. “As executives become saturated with stress, they no longer have the ability to effectively assimilate information, make decisions, and stay engaged during the work day,” says First Fitness’ CEO, Gregory Florez. “They are wired—literally and figuratively—24/7 and they are doing more with less resources than ever before. The answer is not to give them ‘another ball to juggle,’ e.g., an exercise or diet program. Rather it is to provide them with simple, actionable behavioral steps and tangible tools that will help them reclaim their personal health and professional prowess, one step at a time,” Florez says.

It’s been proven that executives who are coached professionally and physically are more productive, successful, and healthier than their non-coached equals. In fact, fit executives are 23 percent more productive than their sedentary counterparts, and 53 percent of executives who participated in an executive coaching program reported an increase in productivity.

Lore and First Fitness’ integrated approach to address health, fitness, and leader effectiveness will develop a new benchmark for executive excellence. “We believe that addressing only one aspect of a professional’s development needs will not necessarily help him or her get better. Sustained improvements in performance come from an assessment of an executive’s approach to life and work,” said Bacon. The integrated Lore/First Fitness approach helps busy

professionals assess their leadership and professional skills as well as their health and fitness. This integrated approach is attractive since physically fit professionals who are poor leaders or lack interpersonal and interactive skills are less effective; similarly, professionals who are mentally fit and have good leadership, interpersonal, and interactive skills but are physically unfit and unhealthy are less productive and cannot sustain their performance over time, no matter how good it might be in the short term. To sustain high levels of performance and happiness, professionals must learn to manage themselves and their work lives in ways that are physically, mentally, and organizationally healthy, and that is what this integrated approach promises to help people do.

About Lore International Institute

Lore International Institute is the premier professional development firm serving the global business community. Lore has one of the largest and most skilled global networks of coaches, consultants, and faculty members. Lore offers thought leadership in executive coaching, organizational consulting, executive education, and business development. For more information about vitality and executive coaching or other professional development services, contact Lore International Institute at Impact@LoreNet.com, phone 800-866-5548.

About First Fitness

First Fitness, Inc. (FFI), the #1 ranked health coaching service by the *Wall Street Journal*, has been providing personalized on-site and distance-based coaching for CEOs, executives, and high-potential employees for over 21 years. First Fitness' services increase the personal and professional effectiveness of their clients in the areas of health and activity, nutrition, and sleep and relaxation. Their clients include many Fortune 100 companies, U.S. Senators, and others who want to increase their productivity and vitality. FFI provides a suite of customized products for its clients, including Vitality Coaching, FitAdvisor Web-based coaching, and educational programs for companies around the world.

