



NEWS RELEASE

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Samantha Bennett Joins Electric Kites Success Coaching as Associate Director

Electric Kites Success Coaching plans business expansion and new program offerings

Los Angeles, CA, March 10, 2008—Samantha Bennett has joined Electric Kites Success Coaching as Associate Director. “Samantha is our keystone and already an integral part of our business expansion,” said Electric Kites Success Coaching Co-Founder, Melissa McFarlane. As Associate Director, Samantha Bennett is responsible for program rollout, customer support, internal operations and accounting. She is also involved with marketing and branding for the company. Plans for Electric Kites Success Coaching’s business expansion include:

- the introduction of The Women’s Success Coaching Program (www.SuccessCoachingForWomen.com)
- an online forum for Electric Kites Success Coaching members (<http://electrickites.proboards45.com/>)
- and a blog (<http://electrickites.blogspot.com>).

As the founder of The Organized Artist Company (www.TheOrganizedArtistCompany.com), Samantha Bennett provides home and office organization, career coaching and organizational support for artists and entrepreneurs. She comes to Electric Kites Success Coaching from 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.

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 admin@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."

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

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