

FOR IMMEDIATE RELEASE:

Action International, World's #1 Business Coaching Franchise Opportunity, Becomes ActionCOACH

Company Empowers Entrepreneurs to Build Their Own Futures as Business Mentors; Proven Program at Work in 22 Countries, 1,000 Offices Strong

NASHVILLE, Tenn. - Jan. 5, 2007 (SEND2PRESS NEWSWIRE) -- Action International, the world's #1 business coaching franchise, today announced it is changing its company name to ActionCOACH effective immediately. Among other benefits, the name change will give clients, potential franchisees and the general public an immediate understanding of the services that have propelled the company to the top of the business coaching field.

Founded in 1993 by Brad Sugars, internationally renowned business expert and author, ActionCOACH assists growing businesses through mentoring in sales, marketing, management, team building, direction, goal setting and more. The company's proven techniques have made it the #1 business consulting franchise in the world for the last four years, as rated by the U.S.-based Entrepreneur magazine. Entrepreneur also ranks ActionCOACH as one of the Top 100 Franchises overall, one of the Top 20 Home-Based Franchises, and one of America's Top 50 Global Franchises.

"ActionCOACH is an unparalleled white-collar opportunity, giving motivated individuals a chance to build the business and lifestyle they want, backed by a great brand," said Lee Huffman, Master Licensee for ActionCOACH of Tennessee. "Business coaching is at the top of the business services field. Just as top athletes need a great coach to achieve their full potential, owners of small-to-mid-sized businesses are benefiting from the skilled support ActionCOACH coaches provide."

ActionCOACH has achieved its #1 ranking by training, guiding and supporting its franchisees to succeed in this fast-developing industry. The ActionCOACH system not only covers sales, marketing and coaching, but also provides franchisees with their own personal success coach. Franchise owners automatically become a part of a global support group and a network of coaches with whom to share ideas, successes and experiences.

In 2006 alone, the number of ActionCOACH franchises worldwide grew by 25%, attesting to the strong demand for coaches and the value of the ActionCOACH system. "ActionCOACH has defined 344 strategies which will have a direct impact on profit-not just revenue-for small to medium sized businesses," said Lee Huffman, "Our company is unparalleled in the amount of practical information it makes available to help our clients-and our franchisees-succeed."

"We believe the ActionCOACH name, communicating both forward momentum and coaching expertise, will create even higher levels of awareness for our company and our franchisees," said Jodie Shaw, Chief Marketing Officer of ActionCOACH. "Brad Sugars and the rest of the ActionCOACH global executive team is committed to achieving its vision of 'World Abundance through Business Re-Education', firmly establishing us as the world's premier business coaching partner."

ActionCOACH franchises are now available throughout the great state of Tennessee. For more information, contact Lee Huffman by email at LHuffman@Action-International.com, or visit [www.action-usa.com/tennessee](http://www.action-usa.com/tennessee).

About ActionCOACH:

ActionCOACH, headquartered in Brisbane, Australia, is one of the fastest growing franchises and is the largest business coaching company in the world. The company was established in Australia in 1993 and began franchising in 199. Today, there are nearly 1,000 offices in 22 countries worldwide. For more information visit [www.actioncoach.com](http://www.actioncoach.com).

About ActionCOACH of Tennessee:

ActionCOACH of Tennessee began franchising in July, 2005 and now has 3 franchise owners, representing 10 ActionCOACH Business Coaching franchises. For more information, visit <http://www.action-usa.com/tennessee> or contact:

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Send2Press(R) is the originating wire service for this story -  
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NEWS SOURCE: ActionCOACH of Tennessee

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January 2007 // Press Release / S-ST/TN