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FOR IMMEDIATE RELEASE

The Growth Coach® Signs Newest National Account with The Little Gym International

Children's Fitness Franchise Offers Business Coaching and Accountability Process to Franchisees

CINCINNATI – The Growth Coach, one of the fastest-growing business coaching franchises in North America with a presence in more than 170 markets throughout North America, has announced a nationwide coaching partnership with The Little Gym International, a global franchise which promotes a fun and non-competitive environment where children develop vital motor skills while also learning self-confidence and social skills.

Armed with The Growth Coach's signature group coaching process, The Little Gym franchisees are given the structure, discipline and process to improve three essential components: their business, themselves as owners and the quality of their personal life. In short, franchisees are educated to think and act like strategic business owners, especially important traits during any economic downturn.

With more than 300 locations operating in 20 countries, The Little Gym offers programs which not only help children develop physically, but also intellectually, emotionally and socially. The programs are strictly non-competitive, focusing on creating fun, positive experiences with the goal of giving children the confidence they need for a lifetime of success.

"Through The Growth Coach's guaranteed Strategic Mindset® coaching process, The Little Gym franchisees are introduced to effective mindsets, strategies and practices and then offered on-going accountability which converts these aspects into permanent habits," said The Growth Coach president and founder, Daniel Murphy. He added, "The Growth Coach is rapidly becoming the leading, go-to coaching authority to serve entire franchise systems, from large to small, mature to emerging."

Some of the franchise industry's biggest names have already turned to The Growth Coach for its business coaching and accountability services. The Little Gym joins an all-star roster including Handyman Matters, Fresh Coat, Home Helpers, Caring Transitions, Fish Window Cleaning, and Signs by Tomorrow, to name a few. The Growth Coach offers business coaching and accountability services to these franchises via affordable group workshops or The Coaching ClubSM – a one-on-one coaching program delivered by phone and e-mail.

As with many franchise executives, Bob Hicks, The Little Gym's senior vice president of franchise support, is always looking for innovative resources, such as business coaching, to help franchise owners achieve greater success. "We have always provided our franchisees with one of the most robust and progressive training and support systems in the franchise industry," Hicks said. "The Group Coaching format is very affordable for both our owners and The Little Gym. This win-win offering has

helped our franchisees achieve greater success, personal balance and satisfaction as business owners.”

About The Growth Coach

Founded in 2002, The Growth Coach is the only pure business coaching franchise system with the single purpose of helping to drive success and balance the lives of business owners. The company’s goal is to help clients gain greater focus and leverage so they can work less, earn more, build greater business value and enjoy more fulfilling lives. In addition to serving entire franchise systems, clients include small business owners, individual franchisees, the self-employed, sales and service professionals, and managers from businesses of all sizes. The Growth Coach is located in more than 170 markets across North America. For more coaching program information or franchise opportunity information, visit www.TheGrowthCoach.com.

About The Little Gym International

The Little Gym concept was developed 30 years ago by Robin Wes, a kinesiologist and educator who conceived the idea of using gymnastics to help children develop motor skills. The Little Gym promotes a fun and non-competitive environment where children develop vital motor skills while also learning self-confidence and social skills. The concept has blossomed into a global company serving more than 150,000 children each year between the ages of four months and 12 years old at more than 300 locations in 20 countries. For more information, visit www.TheLittleGym.com.

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