

**LIFEOPTIONS GROUP ACQUIRES THE INSTITUTE FOR LIFE COACH TRAINING TO EXPAND INTERNATIONAL ONLINE COACHING AND COUNSELING NETWORK**

*Combination Creates Leading Global Provider of Web-based, ICF-accredited Professional Coaching Programs*

**ORLANDO, FL.** (Dec 2, 2009) – LifeOptions Group, Inc., announced on the opening day of the 14th ICF Annual International Conference that it has acquired one of the leading ICF-accredited, coach training organizations, the Institute for Life Coach Training. As the demand for web-enabled coaching and counseling services increases dramatically around the globe, this acquisition adds an international network of specially trained master’s and doctoral level behavioral healthcare practitioners to provide highly personalized services to users of LifeOptions online programs. “The combination of our secure technology and the professional services that can now animate the web tools will be the first to effectively combine high tech with high touch, care with competency”, offered John L. Koontz, LifeOptions Chief Executive Officer. “With the addition of the ILCT network and their training based in sound coaching psychology principles, our continuum of support now incorporates live interaction with credentialed professionals into LifeOptions online multimedia programs. Their 24 x 7, worldwide availability will be a key element in meeting our clients where they are, at their point of need. And, I couldn’t be more excited about working with Pat Williams to continue to expand our offerings”, he added.

In addition, the global provider network will be empowered with LifeOptions’ award winning, online behavioral health and wellness platform to actively engage their client base to meet their work/life, wellness, and productivity goals. “We’ll be able to offer our students the leading online coaching platform on the market today”, said Pat Williams, founder of the Institute for Life Coach Training and now SVP of LifeOptions. “And the training curriculum will be significantly expanded to include specialized instruction in the safe, effective and ethical use of these new tools. This is a partnership that will move the industry forward.”

“Bringing ICF-accredited coach training to our network of providers and providing them with a direct path leading to the delivery of highly secure, web-enabled coaching services benefits all stakeholders”, said Lyle Labardee, EVP and Director of Network Services for LifeOptions.

**About LifeOptions Group**

LifeOptions Group Inc., founded in 2004, provides individuals with a web-enabled continuum of self-

directed multimedia interventions, peer group social networking, and 24 x 7 professional support for navigating challenges, increasing productivity, and promoting wellness in their personal lives and in the workplace. Clients can access LifeOptions behavioral health interventions via diverse modalities, including media (print, audio and video), on the web, on the phone, and in-person.

LifeOptions offers its solutions through national managed care companies, health plans, large employer groups, educational institutions, private practitioners, and to the public sector.

More information about LifeOptions can be found at [www.lifeoptions.com](http://www.lifeoptions.com)

### **About the Institute for Life Coach Training**

The Institute for Life Coach Training began as the first-of-its-kind organization that specializes in training psychotherapists, psychologists, counselors and helping professionals in building a successful coaching practice. Prompted by the ever-increasing number of therapists wanting to offer coaching services to their clients, Dr. Patrick Williams, psychologist and Master Certified Coach (MCC), founded the Institute in late 1998 after completing his own advanced training at Coach University as well as the Hudson Institute, Newfield network and other leading coach training organizations.

Since its inception, the Institute has educated thousands of students across the US, Canada, Asia, Australia, and Europe. The program has expanded to include an Advanced Coach Training program and a Certified Life Coach designation. The curriculum for the Foundational Coach Training is continually re-evaluated to ensure that its content represents the current state-of-the-art and is approved by the International Coaching Federation (ICF) as an Accredited Coach Training Program. More information about ILCT can be found at [www.lifecoachtraining.com](http://www.lifecoachtraining.com)

**For more information, contact:** Jay Ostrowski  
LifeOptions Group, Inc.  
Director of Business Development  
616-881-6262 [jay.ostrowski@lifeoptions.com](mailto:jay.ostrowski@lifeoptions.com)

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