

AdviSoar, L.L.C.



FOR IMMEDIATE RELEASE

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FORMER EXECFS FORM CONSULTING GROUP

Lewisville, Texas, 28 February 2004 -- AdviSoar, L.L.C. was incorporated today by three former executives who have global experience in a broad range of business.

- Kelly McDermott led sales and other executive-level training for EDS globally. Prior to that she had an extensive career in telecommunications and marketing.
- Robert Rockwell led executive coaching and sales leadership mentoring for EDS globally. Prior to that he had an extensive career in energy and engineering.
- Larry Walker led financial services strategy and credit services for EDS globally. Prior to that he had an extensive career in banking and technology.

The partners intend AdviSoar to be a catalyst for empowering “good people to do great things,” according to Bob Rockwell, who will be a Managing Partner in the firm. He adds that “AdviSoar represents the collective wisdom and experience of seasoned, Fortune 500 executives who know that success doesn’t just happen.”

Kelly McDermott said that the firm will work in partnership with executives and those who deal with them to empower their respective success. She explained that, “This will occur through a combination of unique training and teaching exercises, one-on-one coaching, and ongoing follow-up to ensure effective application of what’s learned.”

The firm has identified three specific areas of management consulting that will represent the focus of the

business. These are Executive Relationships, Leadership, and Strategy. While the firm will serve national and international markets, its headquarters will be in Lewisville, a suburb of Dallas, Texas.

About AdvISOAR

AdvISOAR, L.L.C. is positioned to be a leading provider of leadership development and mentoring programs for c-level corporate executives. Its principals are seasoned cross-industry executives themselves, with proven track records in sales and business development.

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