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ADVISOAR LAUNCHES EXECUTIVE RELATIONSHIP PILOT

Lewisville, Texas, 3 March 2004 -- AdviSoar, L.L.C. has scheduled its first Developing Executive Relationships program. An invitation-only program, Developing Executive Relationships is a three-day seminar intended to empower business leaders who need to gain influence with top corporate executives.

Bob Rockwell, Managing Director at AdviSoar, said, "The so-called digital age has progressively commoditized everything it seems; but technology has not found a way to commoditize relationships. The ability to develop tangible relationships ... and not just make an acquaintance or make a pitch ... has become more critical than ever." Rockwell adds that, "AdviSoar has intentionally structured a program to empower individuals in this relational dynamic. Moreover, we think it's of value whether they're in business development, sales or even operating roles."

"Experience has taught us that the most important and successful organizations get things done through great relationships." said Larry Walker, another Managing Director at AdviSoar." He added that, "By being much more intentional about equipping people with these relationships skills, success can be more precise and predictable at all levels."

The pilot launch will include executives and business leaders from the Dallas, Texas area. Thereafter, the program will be offered to organizations and individuals nationally and internationally.

About AdvISOar

AdvISOar, L.L.C. is 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.

To contact AdvISOar please call 214-693-8776, or visit <http://www.advisoar.com/>.