

**Contact:**  
**Cynthia L. Schick**  
**(908) 303-9099**

**January 16, 2007**

## **TES/BAI Awards First Co-Branded Region While Continuing To Dominate the Market**

**Southbury, CT** – Offering the first TES/BAI co-brand franchise, the Entrepreneur's Source (TES) and Business Advisers International (BAI) are now a one-stop/one source center for all entrepreneurial needs.

As market leaders in the advisory, coaching and consulting industry, this unique partnership offers a complementary blend of career coaching services from TES and business-to-business (B2B) coaching and consulting services from BAI.

“Small to mid-sized businesses will benefit from business coaching services, partnered with an expansive menu of rapid impact solutions designed to encourage action toward organizational goals,” says Terry Powell, CEO and Founder of TES and BAI.

According to a Business Industry Consulting report dated November 2006, TES/BAI dominates the market with a 33% share of the coaching and consulting industry market.

“Through this bundling of business expertise, TES career coaches offer assistance to individuals in identifying the right business for their lifestyle goals and needs,” says Terry Powell. “Then BAI, with its AdviCoach® Advantage system, partners with new business owners to provide solutions for the day-to-day challenges of running a business,” he added.

“This partnership of coaching and B2B solutions is one of the first of many we expect to be bringing to the North American business community, says Susan Stilwell, Vice President of Business Development. “There are many dangers threatening small and midsize companies. BAI has done extensive 3<sup>rd</sup> party market research on why small businesses fail or fall short of their goals. Our unique AdviCoach® Approach helps business owners see beyond their blind spots, and provide solutions that helps manage these threats and turn them into profits,” she added.

U.S. Bureau of Labor Statistics 2005 research shows that, across all sectors, 45% percent of new independent business failures happen within 2 years of opening. Business coaching is a new emerging paradigm that combines the expertise of consultants with the efficiency of a team providing solutions. According to a Right Management Consultants survey, about 47% of organizations surveyed see coaching as essential to their decision-making.

### **About The Entrepreneur's Source**

The Entrepreneur's Source (TES) is North America's leading career and business coaching company with more than 250 offices in the United States and Canada. TES offers a full range of services to individuals seeking alternate career options and to small-to-medium size companies looking to increase performance. The goal of The Entrepreneur's Source is to partner with both individuals and companies to achieve their desired outcome. TES was recently ranked in the Franchise 500 by Entrepreneur Magazine.

### **About Business Advisors International**

Business Advisers International (BAI) is the premiere source for business coaching and advisory services customized for small to midsize businesses. With its unique "AdviCoach®" advantage, BAI provides relationship-based coaching backed by a team of professionals who can provide Rapid Impact Solutions to its clients. BAI was recently ranked in the Top 100 new franchises by Franchise Market Magazine and in the Franchise 500 by Entrepreneur Magazine.