

MEDIA RELEASE

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FOR IMMEDIATE RELEASE

Aussie home grown company WINS UK Franchise Provider of the Year

Australian owned company, **Action International**, is the winner of the prestigious UK Franchise Provider of the Year 2005/2006 by Business Britain Magazine.

Business coaching is a relatively new concept in the UK, but this has not prevented **Action International** from beating its more established and high-profile counterparts to become UK Franchise Provider of the Year.

Action International CEO, Vic Ciuffetelli said "This is an outstanding achievement for **Action**, and we are thrilled to receive this award. It is fantastic to be recognised as a leader in franchising."

Action International business coaches work with business owners on mastering cash flow, building profits, introducing systems to ensure growth and sustainability, a service that is not provided by traditional business advisors, management consultants or accountants.

All businesses should consider a business coach in the same way as they have an accountant to audit the books and a solicitor to give legal advice. **Action** coaches are aware that many owners of small businesses work very long hours, have challenges recruiting and motivating staff, and generally are too involved in the day-to-day running of their business to even identify and achieve their own ambitions.

An **Action International** franchise is the perfect business opportunity for individuals who are interested in providing business coaching to the SME sector. **Action International** has a significant advantage over other business coaching companies, with a global network of over 700 business coaches operating in 22 Countries. Opportunities to join this network of entrepreneurs who are helping businesses succeed and prosper exist throughout the country.

Business Britain is a national UK magazine targeted at decision makers within business, which covers a range of topics that are relevant to business owners, including areas of expertise that will maintain the prosperity, and also assist in the future development of their organisations.

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Photos are available on request.

About Action International

Action International, headquartered in Brisbane, Queensland, is one of the fastest growing franchises and is the largest business coaching company in the world. The company was established in 1993 in Australia by a young visionary named Brad Sugars. Brad recognised early on that most owners of small- and medium-sized businesses were unaware of how to effectively grow their businesses and achieve their goals. He developed a comprehensive system and methodology to assist business owners in achieving their goals and realizing their dreams with dramatic results. The company began franchising in 1997, and now has 800 offices in 22 countries around the globe.

