



### Media Contact

Lisa McLaughlin, 513.346.3487, [lmclaughlin@hsr.com](mailto:lmclaughlin@hsr.com)

### **P&G and Hummingbird Coaching Services® Team Up to Offer Life-Improving Health and Parent Coaching Through Health Expressions**

*Professional Coaches Help Individuals Improve their Quality of Life Through One-on-One Online Coaching*

**Cincinnati (December 5, 2006)** – General health information is abundant on the Internet, but finding professional support with affordable, personalized assistance is rare—until now. Consumers finally have a source for personalized, individual action plans tailored to their age, diet and life circumstances to take action and improve their quality of life.

The Procter & Gamble Company (NYSE: PG) and Hummingbird Coaching Services® have teamed up to deliver unlimited online “Life Coaching” to members of HealthExpressions, P&G’s free online health information site and newsletter developed and managed in partnership with Bridge Worldwide. Through the “My HealthExpressions Life Coach” program, members of HealthExpressions have online access to dedicated professional coaches who specialize in helping individuals improve overall health, parenting skills and relationship satisfaction.

The coaching program, which is based on Hummingbird’s proprietary coaching technology and delivery model, allows members to work with a life coach to develop a personalized, goal-oriented action plan. This may include, but is not limited to, losing weight, getting in shape, quitting smoking, improving stress management, lowering cholesterol, enhancing parenting skills and building better personal relationships in their life.

HealthExpressions members can receive unlimited one-on-one life coaching at a significant savings. To register for the program, members simply connect to a confidential password-protected Web site via [www.myhealthexpressionslifecoach.com](http://www.myhealthexpressionslifecoach.com). There they complete a personal in-depth survey to better define the health and other life goals they want to achieve. A Life Coach, who will remain as their coach for the duration of their membership, reviews the survey and designs a personalized action plan to help members achieve their goals. Members can schedule online chat sessions with their coach or communicate via email or online journals. In addition to one-on-one coaching, members also have access to a wealth of information hand picked by their coach specifically for them, including streaming videos, Web links and news articles.

“It’s like having a personal coach and personal information concierge all in one,” said Sean Slovenski, president and CEO of Hummingbird Coaching Services.

Using this information, members will not only learn what they need to do in order to reach their specific goals, but they will also learn how to sustain their new, healthy lifestyle. Coaches provide positive reinforcement, creative problem solving and additional information and support at every step.

“P&G understands that in order for an individual to truly improve their quality of life, they need access to relevant and accurate information, as well as one-on-one coaching that helps them follow through on their intentions to affect true behavior change,” said Debbie Slater, Associate Director, P&G Health Care Global Business Services. “HealthExpressions serves as a strong source for general health and wellness information, while Hummingbird offers a proven coaching method for individuals to improve their quality of life.”

“The key to life coaching success lies in Hummingbird’s one-client-one-coach model, in which clients work with only one coach throughout the program,” added Slovenski. “This model fosters a level of trust between coach and client and enables coaches to quickly learn an individual’s goals then develop a program to help them achieve real results.”

Members of P&G’s HealthExpressions receive inspired health solutions as well as enjoy special offers, samples, coupons, and sweepstakes from trusted P&G brands like Crest<sup>®</sup>, Oral-B<sup>®</sup>, Vicks<sup>®</sup>, Prilosec OTC<sup>®</sup>, Metamucil<sup>®</sup>, NyQuil<sup>®</sup>, Pepto-Bismol<sup>®</sup>, ThermaCare<sup>®</sup>, PUR<sup>®</sup>, and Charmin<sup>®</sup>.

### **About Procter & Gamble**

Three billion times a day, P&G brands touch the lives of people around the world. The company has one of the strongest portfolios of trusted, quality, leadership brands, including Pampers<sup>®</sup>, Tide<sup>®</sup>, Ariel<sup>®</sup>, Always<sup>®</sup>, Whisper<sup>®</sup>, Pantene<sup>®</sup>, Mach3<sup>®</sup>, Bounty<sup>®</sup>, Dawn<sup>®</sup>, Pringles<sup>®</sup>, Folgers<sup>®</sup>, Charmin<sup>®</sup>, Downy<sup>®</sup>, Lenor<sup>®</sup>, Iams<sup>®</sup>, Crest<sup>®</sup>, Oral-B<sup>®</sup>, Actonel<sup>®</sup>, Duracell<sup>®</sup>, Olay<sup>®</sup>, Head & Shoulders<sup>®</sup>, Wella, Gillette<sup>®</sup>, and Braun. The P&G community consists of almost 140,000 employees working in over 80 countries worldwide. Please visit <http://www.pg.com> for the latest news and in-depth information about P&G and its brands.

### **About Hummingbird Coaching Services**

Cincinnati-based Hummingbird Coaching Services has been providing a unique form of one-on-one health coaching since 1997. Using their proprietary coaching model and online delivery platform, Hummingbird provides coaching services to businesses and celebrities such as Motorola, United Healthcare, Leeza Gibbons, and the Muhammad Ali Center. Through its innovative technology platform and coaching programs, Hummingbird provides health, parenting and life coaching that drives real behavior change for individuals. For more information about Hummingbird Coaching, visit [www.hummingbirdcoaching.com](http://www.hummingbirdcoaching.com).

### **About Bridge Worldwide**

Bridge Worldwide is an award-winning relationship marketing firm based in Cincinnati, OH. Bridge is a top 40 interactive agency and a top 100 marketing services company in the U.S. Through a dynamic mix of online and offline marketing, Bridge helps clients identify, understand and build relationships with their most valuable customers. Bridge is a member of the WPP Group.

###