

FOR IMMEDIATE RELEASE
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Leadership Expert Robin Sharma teams up with Coaching Interactive to offer the latest in Mobile Content Services

Toronto: Robin Sharma, best-selling author and leadership expert and Coaching Interactive Ltd., have partnered to release a content subscription service over mobile telephone networks. The program, called "Robin Sharma Mobile" (RSM) offers Robin's exclusive content in an "on the fly" format accessed from anywhere. RSM, set for release this week will be initially offered in Israel and will be scaled out to select global markets later this year in time for the holiday season.

Users of the RSM service will receive inspiring quotations daily via SMS. These quotes offer and inspire users to bring some of Robin's key ideas around leadership and personal development into their work and personal lives. In addition to daily quotes, the service will also include a weekly video excerpt from the hugely popular "Leadership for Everyone" video coaching program. The RSM service will be powered by Mo-Tip, a smart alert platform engineered by the Logia Group. Working with more than 20 mobile operators and 300 content & application providers from all around the world, the Logia Group is set to play a significant role in expanding and bringing RSM to a global audience.

This RSM service is the second jointly developed program with Coaching Interactive and Robin Sharma. The first, *Leadership for Everyone* is a 12-week video coaching program offered on the Internet and is based on Robin's best-selling book, *Leadership Wisdom From The Monk Who Sold His Ferrari*. The program, rich in content, contains hundreds of exclusive videos, audios, interactive assignments and much more. It allows people, from any computer in the world, to apply Robin's ideas in order to grow and leverage their leadership potential. *Leadership for Everyone* is already available in English and Hebrew and will soon be available in other key languages.

Robin Sharma commented; "The RSM program is an extraordinary opportunity to help people *Lead Without a Title* and play at their best in all they do. We take an innovative approach to our services and see this as an extraordinary way to add tremendous value for our global audience. We appreciate our work with Coaching Interactive and see them as one of our key strategic partners internationally."

Dror Leshem, VP of Strategic Partnerships at Coaching Interactive commented; "We are proud to be working with Robin Sharma to offer cutting edge content services. We believe passionately that this program will allow people to improve their quality of life and make improvements both personally and professionally. Robin Sharma and Coaching





Interactive are committed to reach as many people as possible and share Robin's leadership wisdom and knowledge, which has made him one of the top authors and leadership experts in the world."

Robin Sharma is the globally celebrated author of 10 bestselling books on leadership and personal development. His work has been published in over 50 countries and nearly 70 languages. Titles include *The Monk Who Sold His Ferrari* and *The Greatness Guide Series*, which have topped international bestseller lists and sold millions of copies. Robin is the founder of Sharma Leadership International Inc., a global training firm that helps people in organizations *Lead Without a Title*. Clients include many of the FORTUNE 500 including Microsoft, GE, and IBM. Organizations such as NASA and The Harvard Business School are also SLI clients. Robin is a former litigation lawyer who holds two law degrees including a Masters of Law.

Coaching Interactive Ltd., is a global coaching organization with a vision to help people achieve their highest potential. Their efforts embrace people, wherever they are, offering various programs through high-end technology to provide simple and easy to use solutions. They also work with Dr. Deepak Chopra, Dr. David Simon, and Mrs. Byron Katie.

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