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BEYOND POINT B BOLSTERS EXECUTIVE TEAM WITH TWO NEW ADDITIONS

SACRAMENTO, Calif., Feb. 16, 2005 – Beyond Point B, a high performance team that delivers leadership development and professional business coaching, announced today the addition of two seasoned executives to head the company's health care and retail services practices.

Lorraine Rinker will lead the health care services while Laurie Jaramillo will lead Beyond Point B's Retail Services.

With a 22-year Information Technology career culminating at the executive level in the Health Care Industry, Ms. Rinker will apply her passion for helping others as leader of Beyond Point B's Healthcare Services

Ms. Rinker is the owner of Rinker and Associates, a performance improvement company specializing in results-oriented strategies for professionals re-entering the work force after an extended absence, corporate executives considering career transitions, and small business owners expanding their companies. She also has Fortune 100 industry expertise in health care, leadership development, career development, organizational development, and resource integration.

Ms. Jaramillo will lead Beyond Point B's Retail Services Operation. Ms. Jaramillo has spent the last 25 years in executive management, leading teams of more than 500 employees for nationally recognized specialty retailers. Having worked her way through the ranks and into executive management, she brings a deep commitment to coaching, mentoring and development of other professionals.

Ms. Jaramillo is the owner and co-founder of Teamspringboard, a training and development company for small businesses. She also is the creator of the Southern California Business Events group.

"Beyond Point B is honored that Lorraine Rinker and Laurie Jaramillo will be joining our team," said Michelle Payne, Executive Vice President of Beyond Point B. "Their experience gives them unique insight into the needs of diverse organizations to manage transition quickly and effectively and produce positive results."

About Beyond Point B

At Beyond Point B, we help organizations transform into focused, high-energy workplaces. We work with executives and senior managers committed to building powerful, results-oriented organizations. By using coaching, facilitation, and training in leadership-skills, we give individuals and teams the tools to excel, while reducing friction and defusing conflicts that impede organizational effectiveness. For more information, visit www.beyondpointb.com.

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