

For immediate release:

Pepperdine's Graziadio School of Business and Management Forms Strategic Alliance to Market Online Leadership Coaching Services

– Teams with Transcende to Deliver PBeCoaching™ System to Students, Alumni, and Member Organizations –

LOS ANGELES, CA (December 13, 2006) --- Pepperdine University's Graziadio School of Business and Management announced today that it has formed an alliance with Transcende, a talent management solutions company based in Agoura Hills, CA, to sell PBeCoaching, a new, patented online leadership development system. PBeCoaching services will be available to Graziadio students and alumni, and the organizations for which they work, through their Graziadio Talent Online and Graziadio School Web sites.

The PBeCoaching process begins with measuring character traits and leadership skills using the Hartman Value Index, which identifies participants' top five leadership strengths and top five weaknesses. From this assessment, the PBeCoaching system generates and delivers individualized leadership development instruction and mentoring through interactive Web tools over a six-month personal engagement over the web. PBeCoaching with eMentoring adds accountability and reporting for both individual participants and their management.

"We are delighted and privileged to launch our proprietary PBeCoaching tool and eMentoring services through the Graziadio School's prestigious business community network," said Art Hobba, President and CEO of PBE. "For both early-career managers and mature executives seeking to get to the next level in their job performance, PBeCoaching works from the 'inside out' to build better, stronger leaders, at a small fraction of the cost of executive coaching."

PBeCoaching content is grounded in best practices built on ten core ethical

leadership principles and integrates goal setting and attainment tracking, a 360° peer review process, and personalized follow-on testing, all tailored to the unique principle-based leadership profile of each participant.

Marc Swirsky, Managing Director of Great American Group in Woodland Hills, CA, and a PBeCoaching user, said about his experience that “I thought I was already a pretty effective leader. But the online assessment tool very accurately revealed my improvement needs, and the customized exercises and assessments are making a real difference for me. It’s hard work, but so very worth it, and I recommend it to any leader looking to accelerate their personal growth and productivity.”

“After a review of PBe Coaching, we are pleased to offer this unique leadership and career development tool to our students, alumni, and the organizations they work for,” said Dr. Linda Livingstone, dean of the Graziadio School.

“PBeCoaching conveys a principle-based, character-centric leadership concept that aligns well with Pepperdine’s core mission, which is to develop values-centered leaders for contemporary business practice.”

Dean Livingstone views executive coaching as an important methodology for bringing about significant performance improvement in business leaders that has not been affordable for many managers. “Through PBeCoaching the benefits of coaching are now within reach for current and aspiring leaders,” she added. “We hope that many professionals will experience real personal growth and performance improvement by engaging this unique, effective, and affordable technology.”

To review the PBeCoaching product line, please visit the Graziadio Talent Online Web site at <http://bschool.pepperdine.edu/career/pbecoaching/>.

About Principle Based Enterprises

Transcende is a talent management solutions company whose mission is to leverage technology, training, and coaching to improve organizational performance in leaders while enhancing individual career fulfillment. PBE fulfills this mission through marketing its proprietary [PBeCoaching](#)[™] System, [Principle Based Leadership](#)[™] and [SELLER](#)[™] Sales methodologies to companies, individual professionals and entrepreneurs worldwide. The company also provides organizational development services including succession planning, hiring/onboarding, and career pathing solutions to accelerate competitive advantage for their clients. For more information, please visit www.principlebasedenterprises.com.

About the Graziadio School of Business and Management

With an alumni network of more than 30,000 graduates, the mission of Pepperdine University's Graziadio School of Business and Management is to develop values-centered leaders for contemporary business practice. Founded in 1969, the school is named for the cofounder, chairman, and CEO of Imperial Bancorp, George L. Graziadio, and is one of the nation's largest AACSB-accredited graduate business schools.

Forbes magazine rates its Fully Employed MBA program among the top 20 in the nation for return on investment. Graziadio's Presidential/Key Executive MBA is the only program of its type focusing exclusively on C-level executives. U.S. News & World Report ranks its Fully Employed MBA program among the top 30 in the nation, and BusinessWeek ranks its Executive MBA program among the top 25 programs globally. The Wall Street Journal ranks the Graziadio School Full-Time MBA program among the top 50 MBA programs in its region, while Financial Times ranks the Full-Time MBA program among the top 60 programs of its kind, and ranks the school in the Global Top Ten in Organizational Behavior.

The Graziadio School also offers a bachelor's completion degree program, a Master of Science in Organization Development, and non-degree executive education programs. The Villa Graziadio Boutique Hotel and Executive Center, Malibu's private gate entrance perched over the Pacific Ocean, has been awarded membership with Boutique Hotels & Resorts International®. The Villa Graziadio is noted for hosting high-level executives in a new approach to contemporary design, ultimate location, and uncompromised privacy, blending contemporary style and traditional qualities with stunning views of the Pacific Ocean.

Graziadio School:

Tina Ohmstede

Associate Director of Career Services

(310) 568-5676

tina.ohmstede@pepperdine.edu

Principle Based Enterprises:

Dennis Ricci

Director of Marketing

(805) 428-4261

dennis.ricci@pbleader.com

For more information visit: <http://bschool.pepperdine.edu> or Graziadio Talent

Online at <http://bschool.pepperdine.edu/career/pbecoaching/>.

###