

For immediate release:

Strategic Alliance announced between Principle Based Leadership and International Leadership Foundation to send Leadership Training Teams to Africa
LOS ANGELES, CA (September 26, 2006) --- The International Leadership Foundation (ILF) and Principle Based Leadership (PBL) have announced a Strategic Alliance to bring the best practices of Principle Based Leadership training and development to the continent of Africa. This is a particularly critical time in the history of the African continent given the devastating effects of the HIV/AIDS pandemic.

In July 2006, a historic meeting took place in the capital of Nigeria, Abuja, where 200 Christian women and men representing church and public sector leadership from 27 African countries met in the first "African Forum on Religion and Government" (AFREG I). The result was a Declaration which stated that the African challenge is primarily one of leadership, and that "our deliberations were to build a movement of African leaders of integrity who are committed to transforming Africa into a First World continent characterized by excellence."

The International Leadership Foundation is committed to assisting African nations to move from dependency to prosperity by bringing principle based ethics training, leadership development and integrity based curriculum into all levels of government, business and religion. The alignment with Principle Based Leadership will give the ILF the opportunity to enhance our current training curriculum and extend our training offerings with PBL's web-based training technology.

The ILF/PBL alliance will give both organizations a greater opportunity for accessing talent as well as financial resources through a series of joint training and fundraising efforts in the United States as well as in Africa. We are focused on building up the key missing element in Africa today, strong leaders of integrity

who will shape the future of Africa and bring about the long-term change necessary for Africa to properly take its place in the global community.

The first event will be held at Calvary Community Church Auditorium on October 27, and is entitled 'The Leadership Zone: Discovering the Leader Within' and features 6 top Southern California Speakers. The conference begins at 8:00 AM and concludes at 12:30 PM. Speakers include Dr. Linda Livingston, Dean of Graziadio School of Business and Management and Peter Griffith, Vice Chairman of Ernst and Young. For details and tickets see www.principlebasedleadership.org

"The message and content of PBL is to train and develop men and women in the workplace to step up to what we call 'Level 6' Leadership, based upon our 10 Competencies, says Art Hobba, Chairman of Principle Based Leadership. Bringing the practical power of this message along with our online eCoaching tools to this planet's most needy continent can make a huge impact for positive change, over time."

"Africa is the wealthiest of all of the continents in natural resources, yet its potential remains imprisoned by poverty, hunger and disease and the legacy of poor leadership", states Ed Bjurstrom, Chairman of ILF. The International Leadership Foundation was started in 2001 to promote moral and ethical leadership practices in business and government in Africa. Our mission statement is to "develop leaders of integrity who are able to spearhead spiritual, social and material transformation in Africa and the world." Through our alliance with PBL, we have enhanced tools to bring this mission statement into reality."

About Principle Based Enterprises

PBL is a non-profit organization which seeks to raise up authentic and effective leaders who will act based upon timeless proven principles of leadership. We do

this through a proprietary system that elevates the leadership skills of our participants to the next level. Using large events and seminars along with PBeCoaching™ our methodology applies cutting edge psychometric science and targeted coaching solutions to install permanent behavioral and characterological change in those who embrace our sequential personal development methodology. For information contact www.principlebasedleadership.org.

About International Leadership Foundation

ILF is dedicated to discovering, developing and empowering leaders who can usher Africa into a brighter future. We invite you to partner with us in helping Africa become a respectable and responsible leader on the global scene. Africa has much to contribute to the rest of the world. Her values if recovered, improved and utilized can lead to more humane and wholistic development. For information contact www.transformingleadership.com.

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