

FOR IMMEDIATE RELEASE

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ARTILIANT ACADEMY AND CALIFORNIA STATE UNIVERSITY DOMINGUEZ HILLS EXTENDED AND INTERNATIONAL EDUCATION ANNOUNCE BUSINESS COACHING PROGRAMS FOR BUSINESS OWNERS AND ENTREPRENEURS

Hawthorne, CA – September 8, 2008. Artilient Academy and California State University Dominguez Hills' College of Extended and International Education announced the launch of **90/6 Business Navigation Program** for business owners and entrepreneurs. This 12-week program will train and provide various tools to business owners and entrepreneurs and will help them to make their businesses more profitable, sustainable and larger.

The 12-week program kicks off on September 16th and shall be held weekly starting 6:30PM at the College of Extended and International Education building of CSU Dominguez Hills. A free information session is being offered at the CSU Extended Education campus to all interested business owners on September 9th at 4PM.

According to Jason Vogel, Director of the College of Extended and International Education of CSU Dominguez Hills, "This program is part of our continued commitment to the growth and development of small business in the South Bay region. Over a 12 week period, attendees will be part of an interactive workshop format program and instantly be able to apply their newly acquired tools to their business for positive results." According to Artilient Academy's Program Director, Amit Jain, "The National Federation of Independent Business (NFIB) estimates that over the lifetime of a business, 39% are profitable, 30% break even, and 30% lose money, with 1% falling in the "unable to determine" category. **3 out of 5 businesses will not be profitable.** According to the SBA, **1 out of 2 businesses will fail** within the first five years. Our program is being taught by people who have been done, and done that and will share with the attendees the tips and tricks required to succeed."

Enrollment is now open. Attendees can either enroll online at <http://www.csudh.edu/extendeded/MBAshoestring.htm> or by calling toll-free at 1877-203-7860.

The College of Extended and International Education (<http://www.csudh.edu/extendeded>) strives to extend access to California State University Dominguez Hills' resources beyond traditional boundaries for a broad base of constituencies. The College fosters lifelong learning, the application of technology to instruction, and local, regional and international partnerships. Through customized programs,

nontraditional formats and distance learning, the College of Extended and International Education addresses a wide spectrum of educational needs.

Artlient Academy is a wholly-owned subsidiary of Artlient, LLC, (www.Artlient.com) a Pasadena, CA based management consulting and business advisory firm focused on helping business owners and entrepreneurs succeed.

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