

Martin Berkowitz named Chief Financial Officer of Virtual Coaching(SM)

New York, NY – December 6, 2008. Martin A. (Marty) Berkowitz has been named Chief Financial Officer of Virtual Coaching(SM). The announcement was made by Ronna Lichtenberg co-founder of the firm. “Marty is a senior financial executive with more than 35 years of business experience in both the private and public sectors - experience that compliments and enhances Virtual Coaching’s business. We are delighted he has agreed to serve as CFO”.

Mr. Berkowitz spent 25 years with Prudential Financial, retiring in 2000 as a senior vice president after serving as corporate comptroller, chief financial officer of Prudential’s investment operations, and comptroller of individual insurance operations. From 2002 to 2005, he served as chief financial officer and later president and CEO of the National Veterans Business Development Officer, a 501(c)3 dedicated to assisting veterans in becoming successful entrepreneurs. Most recently, he was chief financial officer of the Miami-Dade County Public Schools, the fourth largest public school district in the United States.

Mr. Berkowitz is non-executive Chairman of the Board of Directors of Annuity and Life Re (Holdings) Ltd, a publicly traded reinsurance company. He also serves a director of Gaming Partners International Corporation, a NASDAQ listed supplier of chips, cards and other products to the gaming industry, and as a director of ReadyOne Industries, a non-profit that employs severely handicapped individuals to manufacture clothing for the federal government.

He graduated from the University of Massachusetts at Amherst with a degree in accounting, has an MBA from St. John’s University, and has attended executive programs at the University of Michigan, Stanford University, and Harvard. He resides in Boca Raton, FL with his wife Diane, a special education teacher

About Virtual Coaching

Virtual Coaching(SM) offers a technology platform that offers cost-effective/high quality “personal e-learning” programs used by Fortune 500 employers for their employees at every career stage, while providing the management tools and metrics companies need for a robust talent management process.

In October, 2008, Virtual Coaching(SM) launched collaboration video – a new video email product that allows corporations and organizations to create and send video email communications in minutes, with no technical training, no broadband constraints, and full reporting and tracking on the backend.

For more information on Virtual Coaching contact: Anna Bechtol at 800-237-3960x7566 or anna.bechtol@virtualcoaching.com