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**Bachrach &
Associates, Inc.**

Press Release

Bachrach & Associates, Inc. Announces Enhanced Newsletter Pricing

San Diego, August 8, 2008: Bachrach & Associates, Inc. (BAI) has announced that effective immediately enhanced pricing for its Values-Based Quality of Life Newsletters is in effect. These newsletters, which are issued monthly, are offered to BAI's Trusted Advisors as a means for them to help their Ideal Clients improve the quality of their lives.

"This pricing will allow advisors a wider range of quantity and pricing so more of our advisors can help their clients focus on the elements of their lives that are more important than money" says Les Lyons BAI's VP of Operations. The Values-Based Quality of Life™ Newsletters focus on four areas of life; Physical Health, Relationship Health, Inner Health, and Career Health

Bachrach & Associates, Inc. (BAI)

Bachrach & Associates, Inc. vision is to transform the Financial Services industry into a true profession.

Since 1988 Bachrach & Associates, Inc. has developed and continues to evolve a broad spectrum of programs, resources and services to help financial professionals create rewarding financial services practices. Founded by internationally renowned speaker and author, Bill Bachrach, BAI is headquartered in San Diego California. Mr. Bachrach remains one of the most influential people in the financial services industry.

BAI is the leading professional development firm in the Financial Services industry with over 20 years of experience in creating and delivering world-class Programs, Resources and Services to fulfill its core Vision, Mission and Values.

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