

PRESS RELEASE

Of interest to editors and journalists covering:
Health/Fitness, Exercise, Retail, Clubs/Associations, Internet/DotCom, Business News

Escs Introduces A Fitness Trainer Ethics & Safety 'Seal Of Excellence' For Trainer D
Recognition Of Safety & Professionalism

The ESCS Initiative is the 'Better-Business-Bureau' of fitness training, allowing th
trainer requirements online and to report trainer misconduct

LAFAYETTE, IN - February 10, 2004 /Send2Press Newswire/ -- How can ESCS enforce train
compliance? Incorporated directly into the publicly displayed "Ethics & Safety Compl
of Excellence," is www.escs.info. The general public, potential or current employers
existing clients, and all others considering this trainer, can easily log on at [www.](http://www.escs.info)
"Compliant Trainer Database," as well as review the trainer's ESCS "Trainer Requirem
compliance in a particular trainer/client relationship.

Trainer misconduct can then be reported for Seal licensing abuse and suspension cons

Upon receipt of a complaint, an "ESCS Suspension Committee" will be randomly appoint
"Compliant Trainer Database." These peer trainers, possessing a variety of certifica
make the final licensing suspension consideration. In addition, findings will be for
appropriate certifying agency for its consideration.

Amazingly enough then, through ESCS efforts, those members of the public who need pr
misconduct the most, can very easily and effectively protect themselves by convenien
requirements and reporting trainer violations at www.escs.info as a direct result of

"You are encouraged to ask your trainer why he/she does not have this endorsement,"
Board Chairman of ESCS, Inc.

More information: <http://www.escs.info>

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(note: ESCS is not affiliated with the Better Business Bureau(R))

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[source of news = ESCS Ethics & Safety Compliance Standards, Inc.]
ref: http://www.send2press.com/2archive/2004/pr_04_0210-escs.txt
http://www.send2press.com/2archivePDF/pr_04_0210-escs.pdf

*IMPORTANT NOTE TO MEDIA:

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