

ELLIS & ASSOCIATES

International Aquatic Safety & Risk Management Consultants



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FOR IMMEDIATE RELEASE



ELLIS & ASSOCIATES REBRAND FAMED LIFEGUARD TRAINING PROGRAM TO REFLECT GLOBAL SCOPE.

*National Pool & Waterpark Lifeguard Program rechristened
International Lifeguard Training Program (ILTP™).*

OCOEE, FL - For over twenty years, Ellis & Associates has been providing a nationally-acclaimed, state-of-the-art signature lifeguard training program, accepted across the entire country, under the banner National Pool & Waterpark Lifeguard Training Program™.

New ILTP™ Name Recognizes Worldwide Reach

As Ellis & Associates' safety record and comprehensive lifeguard training programs continue to make news globally, more and more international clients are joining the E&A team. The new ILTP™ name recognizes E&A's worldwide role as a leader in aquatic safety while embracing its global partners.

Everything clients love about the NPWLTP™ lifeguard program is exactly the same in the ILTP™ -- objective-driven, performance-based curriculum, training, teaching methodology, and administrative elements. Only the name has changed.

World-Renowned Comprehensive Lifeguard Training

The upcoming, 2006 Revised Edition Training Manual, now called ILTP™, includes all 2005 ECC CPR Updated Guidelines, certification in Professional Rescuer CPR (One- and Two-Person CPR, Foreign Body Airway obstruction, AR and AED training), Emergency Oxygen training, and First Aid. *The in-depth, content rich program/textbook allows ILTP™ Instructors the opportunity to provide in one single course, a comprehensive, seamless training experience* -- resulting in competent and confident lifeguards.

The ILTP™ Textbook, Instructor Resource Manual, and On-line Training components will be available January 1, 2007.

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About Ellis & Associates

Ellis & Associates is the unrivaled leader in aquatic safety with its Comprehensive Aquatic Risk Management Program, including in-house lifeguard training, CPR, First Aid, Emergency Oxygen, and AED training to client facilities. Its unique on-site Aquatic Facility Operational Auditing service provides on-going assessment of client facilities and personnel and mandates mandatory lifeguard re-testing and re-licensing every year. In the last five years, E&A client facilities have hosted over 500 million swimmers with zero-drownings. A proven pioneer in water safety, E&A was the first to mandate use of the Rescue Tube and eliminate body contact rescues; develop, implement, and mandate Emergency Oxygen and Automated External Defibrillators standards for delivery; develop a lifeguard training program specifically for waterparks; and offer a shallow water lifeguard training program for pools, resorts and waterparks.