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PRE- AND DIAGNOSED DIABETICS LEARN A NEW AND EFFECTIVE APPROACH FOR MANAGING AND PREVENTING DIABETES

The innovative Living Free educational audio course becomes a life-changing tool for providing critical answers on taking control of diabetes for pre- and diagnosed diabetics.

BOSTON, MA., April 25, 2006 — Recent studies show those most at risk for insulin resistance, type 2 diabetes and diabetic complications have ingrained unhealthy lifestyles, which are extremely difficult to change. Adding to the growing threat of diabetes in America is that the most effective way to prevent and manage the deadly disease has been overlooked by the medical community. The answer is a combination of medical treatment and lifestyle fitness coaching, which facilitates and inspires positive and healthy behavioral changes in lifestyle choices.

To provide a viable solution for the complications that surround diabetes, three of North America's top lifestyle fitness coaches and diabetes experts, *Alice Greene, Ann Seelye and Lisa Atkinson*, today announced the official launch of their revolutionary five CD set audio course Living Free (www.livingfreediabetes.com). On this one of a kind educational program, they are joined by fitness and health advocate, Nancy Martin, who guides the listener through a simple life changing approach for separating fact from fiction and uncovering the truth about managing and preventing diabetes.

Roy Piatelli, of Bridgewater, Massachusetts, who was diagnosed with Type 2 in 1999, discovered the Living Free program to be the missing link between managing the disease and having the disease manage him. Piatelli explained: "The diabetes program gave me the information I didn't get from my doctor or nutritionist. It was realistic, applicable and a very positive experience."

The New York Times reported in January of 2006 that diabetes is rapidly becoming an epidemic in many cities across America. For some, such as East Harlem, one out of every five adults are living with diabetes. Those at risk often have self-esteem issues about their weight and are least likely to make their health a priority, making it difficult for doctors to get results by simply telling them to take care of themselves.

"Recently diagnosed diabetics attempt to make the necessary lifestyle changes, but they do it with limited information, support and structure to be consistent, effective or successful," says Greene, Seelye and Atkinson, the co-creators behind Living Free. "Living Free provides the means to break through behavioral change resistance and to facilitate self-enablement and self-paced progress. They will develop healthy lifestyle practices and incorporate them into their daily routines for permanent change."

About Living Free

Recognizing the growing frustrations and need for accurate information for those who have diabetes, as well as those who have yet to be diagnosed with the disease, respected and in demand lifestyle fitness coaches Alice Greene, Ann Seelye and Lisa Atkinson, joined forces to create Living Free (www.livingfreediabetes.com) to provide a simple, life-changing answer for managing and preventing diabetes.

Alice Greene, Ann Seelye and Lisa Atkinson are available for candid and informative interviews at 888-248-3464.

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