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Unlocked Potential Acts as Good Samaritan to Charities on Clients' Behalf

Cary, NC- January 30, 2007 – Unlocked Potential, a Triangle-based organizational consulting firm, announces it will donate a percentage of its proceeds to charity for its clients. Each client is able to choose its charity of choice; however, if a client does not have a preferred charity, the proceeds will go to the American Cancer Society. All donations made by Unlocked Potential on behalf of the client will be made in that company's name.

Mark Parbus, President/CEO of Unlocked Potential, has based the foundation of the company in giving to the community. As a cancer survivor himself, it is important to Parbus that the American Cancer Society be a regular beneficiary. "Being involved in the community is one of the most valuable things I feel I can do as a business owner. As Unlocked Potential grows, our goal is to increase the amount of our contributions, helping others as much as we can." In addition to the American Cancer Society, the Triangle United Way has also benefited from this program.

Kathy Blum, Senior Vice President of Customer Operations at Misys, a software developer for the healthcare industry and client of Unlocked Potential states, "Misys is a company that truly has a sense of caring in its approach to its customers and employees." Blum continues with, "We're proud to partner with Unlocked Potential. Their donation program is a great way to extend this sense of caring into the communities we serve."

To learn more about Unlocked Potential or this program, contact Mark Parbus at (919) 622-9123.

About Unlocked Potential: Unlocked Potential is a consulting organization that provides customized solutions that are bound to quantifiable results that show success and return on investment. The programs developed and implemented by Unlocked Potential are tied to what they call Organizational CPR, which stands for cash generation, productivity and retention. For more information about Unlocked Potential, please email admin@unlocked-potential.com.

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