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**LIFE STRATEGY FIRM LAUNCHES PROPRIETARY LIFE DESIGN PROGRAM AND 'EXAMINED LIFE SEMINAR SERIES' TO MEET GROWING DEMAND FOR LIFE TRANSITION GUIDANCE**

**Company Also Announces Partnerships with Leaders in Personal Development Field**

**NEW YORK, June 1** -- Founders Dana Galin and Carol Morley today announce the launch of Defineum LLC, a life strategy firm that helps people create and sustain a meaningful life. The firm provides two primary services: the Defineum Method™, a rigorous, highly personalized, six-month program that guides clients in creating a custom-tailored life plan and the Defineum Examined Life Series, seminars and events that, in partnership with other experts in the personal development field, offer thought-provoking content in elegant and inspiring settings.

"We founded Defineum to address the growing need in the market to assist individuals who are in transition because of the challenging economic environment. We've created a company that will appeal to our peers – successful, educated midlife professionals who, because of a changing world, may now be considering a life that provides a deeper sense of fulfillment and balance," said Carol Morley.

"Both having been longtime personal development practitioners, we perceived the need for a more structured and sustainable approach to the pursuit of a fulfilling life – a modern and intelligent format that driven, successful professionals can relate to," added Galin.

Defineum's flagship service, the Defineum Method™, helps clients consider what really matters and provides a framework to do so. This proprietary program guides them through the process of creating a custom-designed life blueprint and shares powerful mindset tools that help create new perspectives. In addition to extensive reading and writing, clients engage in group and individual exercises and draw on improvisational-acting-based techniques to create a unique multi-dimensional learning experience. The program also includes extensive one-on-one interaction with the company's founders in shaping each client's "ideal life" plan. Clients who have completed the Defineum Method™ program gain access to the Defineum Network, a forum to continue connecting with like-minded people who help each other keep this new way of life alive. Clients who desire additional training can also access Defineum's private coaching services.

"Defineum is launching at the perfect time," said Alec Ellison, Co-Head of Investment Banking at Jefferies & Company. "It's not just the increasing job cutbacks that are challenging today's professionals. The uncertain economic climate is causing even people who still have a job to re-evaluate -- not just their career, but their entire direction in life. People are increasingly stopping to consider what really matters -- some because they have no choice and some after seeing many of their friends lose their jobs. Defineum is a valuable resource for anyone who is serious about re-evaluating their life and making meaningful changes that really stick."



The firm also offers the Defineum Examined Life Series, seminars and events that cover a range of creative and intellectually stimulating content. Led by Morley and Galin in concert with a team of best-in-class life strategy experts, the programs feature a variety of engaging formats and take place in inspiring locations. In keeping with the company's fresh approach, the first seminar series entitled "Summer of Substance" includes three seminars to be held at the elegant Wölffer Estate Winery in Bridgehampton, NY and at the exclusive Core Club in Manhattan: "Time for Your Life" on July 15<sup>th</sup>, "The Art of Self-Expression" on July 24<sup>th</sup>, and "Transformational Thinking" on August 4<sup>th</sup>. Additional seminar information can be found at [www.defineum.com](http://www.defineum.com).

At launch, Defineum has penned agreements with Steve Shenbaum, Dr. Srikumar Rao, and Dr. Peter Fraenkel, three renowned experts in the personal development field. Shenbaum, a former Hollywood actor, is founder and president of Game On Media, a leader in interpersonal and communication training for elite athletes. Rao, an international best-selling author and founder of the Creativity and Personal Mastery Institute, is a pioneer in bringing a transformational personal development curriculum to many top-flight MBA programs and corporations. An acclaimed psychologist, leading author and a thought-leader in the field of work and family balance, Fraenkel runs the Center for Work and Family at the Ackerman Institute and is a doctoral psychology professor.

In addition, as part of Defineum's commitment to making a difference, the firm is actively supporting select nonprofit organizations that share a similar mission by contributing a portion of its profits and offering discounted access to Defineum programs. Recipients of Defineum's Making a Difference program (M.A.D.) include the Ackerman Institute, CharityFocus, High Water Women, and the Trickle Up Program.

The life strategy firm is now accepting Defineum Method™ clients and seminar participants into its summer program. The company also provides customized corporate programs. Additional information can be found at [www.defineum.com](http://www.defineum.com).

## **About Defineum, LLC**

Founded in August 2008, New-York based Defineum, LLC is a life strategy firm that helps people create and sustain a meaningful life. The company offers an array of life strategy services for individuals and corporations, including a proprietary life design methodology, membership into a network of like-minded people, and seminars and events hosted by best-in-class experts who share transformational tools for living – all of which help to create, reinforce, and sustain a new way of life. The company's founders bring 20 years of corporate and entrepreneurial experience in the financial services, public relations, and creative arts industries.

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