



ATLANTA (August 25th, 2004) ScreamFree Living, Inc. launches with goal to calm the world, one relationship at a time, starting with its proven parenting program, ScreamFree Parenting: Raising Your Kids by Keeping Your Cool. The live seminar, audio program, and upcoming book and workbook series have already begun to introduce profound change in family relationships everywhere.

"We are doing a lot less struggling and a lot more cuddling," says J. Porter, mother of two children, 4 and 7. "The principles of ScreamFree Parenting remind me to behave the way I want my kids to behave: quietly, calmly, and confidently." Using these principles, parents like Ms. Porter can be a calming authority in their households.

"ScreamFree Parenting is about keeping our cool, no matter how hot it gets," says Hal Runkel, LMFT and founder of ScreamFree Living. He is also the creator of the ScreamFree Parenting Program. "When the kids come home from the hospital, there's no operating manual, so they can present tremendous challenges to us as parents." Mr. Runkel, a Licensed Marriage and Family Therapist (LMFT), presents ScreamFree Parenting in churches, schools, neighborhoods, and community centers. He is employing the parenting principles through thousands of hours of therapy, counseling, and coaching with couples, families, and organizations. He has received tremendous positive feedback. Mr. Runkel has joined forces with a seasoned management team, each with extensive experience and track record in reaching a broad audience with a compelling message.

One of the team members is David Markert, a software industry veteran with experience in sales, customer service, and marketing. "I've been successful in the past in computer software, security, and internet businesses," comments Mr. Markert, "but I wanted to bring my experience to what I feel is a much more important cause-that of improving families everywhere." Mr. Markert is responsible for marketing and merchandising the products and services of ScreamFree Living.

The Parenting Program is now available in live seminars, as well as in a recorded CD program. The ScreamFree Parenting book series is scheduled to be released this fall and will include an audio book, companion workbook, and study guide. The series also offers mini books on selected "Hot Topics" for parents, including ScreamFree Birthday Parties, ScreamFree Back-to-School, and ScreamFree Summer Vacations. The products are available from selected retail outlets including amazon.com and the company's web site, [www.screamfree.com](http://www.screamfree.com). "We wanted to offer the programs in as many mediums as possible," comments Mr. Runkel, who in addition to presenting the live parenting seminars, offers individual coaching to clients. Mr. Runkel, father of two children himself, admits, "There are nearly 200 million individual households in the US alone. To reach these families with this revolutionary material requires us to use a mass-market approach to producing and distributing ScreamFree Parenting."

Recent surveys suggest that there is a ready market for such programs. The September edition of Parenting Magazine included a survey of mothers which indicated that over 90% of moms "lose their cool" with their kids at least once per

day. 59% say they lose it more than once per day. "ScreamFree Parenting is about becoming parents who are calm, cool, and connected with their kids," continues Mr. Runkel. "When we lose our cool with our kids, we often get the outcome that we least desire. When we are ScreamFree, we learn to focus more on ourselves so we can be there and be available to our children." One of the 11 valuable principles of ScreamFree Parenting is "Let the Consequences do the Screaming." Instead of us becoming emotionally reactive with our kids when they make bad choices, we should let the consequences of their behavior be a teaching tool for our kids to understand that they are responsible for their behavior and the choices that they make. "Isn't that what we really want?" asks Mr. Runkel. "We want them to become self-directed adults, so ScreamFree Parenting teaches us to take all the steps we can to start that process as early as possible in our parenting journey."

ScreamFree Living, Inc is headquartered near Atlanta, Georgia. To purchase or learn more about ScreamFree Parenting, visit <http://www.screamfree.com/>