



400 King Street · Chappaqua, NY 10514 · 914.458.9933  
125 Elm Street · New Canaan, CT 06840 · 203.966.3400  
www.LifeWorx.net

**FOR IMMEDIATE RELEASE**

CONTACT: Laura Leites  
laura@lifeworx.net

## Brian Martin Joins LifeWorx as Sales Manager

Chappaqua, NY, February 5, 2008 – LifeWorx is pleased to announce that Brian Martin has joined the company as Sales Manager of its Chappaqua, NY office. Brian was most recently the owner and President of American Pioneer Group, a property development company located in Yonkers, NY. He previously held positions at J&W Seligman in New York City in the areas of legal review and shareholder services. Brian is a graduate of Manhattan College and resides in Pleasantville, NY.

A father of two small children, Brian is pleased to have found a growing, energetic local company where he can apply his extensive skills and experience. “I get a thrill out of working in an environment where I can put in everything I’ve got, and get just as much back,” said Martin. “It’s great to have fun each day where you make an impact on the lives of clients and their families – making their lives better.”

“We are thrilled to have Brian join our team,” said Bal Agrawal, President of LifeWorx. “His solid experience in sales, customer service, staff and business development will be a tremendous asset to our organization as we continue to grow our staff and expand our services throughout Westchester and Fairfield County.”

LifeWorx opened its second location in November 2007 in New Canaan, CT to serve Fairfield County with the same full range of homemaking and hospitality services that the company currently provides in Westchester County, including: Chef Service, Nannies, Organizing, Personal Assistants, Childcare and Mothers’ Helpers, Eldercare, Pet Care, Cleaning and Housekeeping. All services are flexible to meet individual client needs, from a few hours a week to full time.

The company continues to use the same stringent screening process when hiring. Fewer than eight percent of all applicants are accepted. Currently more than 100 Experts deliver over 5,000 services each year to clients in Westchester County. At both locations, LifeWorx continues to integrate the experience of more than 10,000 services performed to date.

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*LifeWorx’ mission is to make clients’ lives better by dealing with day to-day tasks, leaving more time for a less stressful, more relaxing home life. Quality is the company’s #1 priority. After three years and more than 12,000 client services delivered, LifeWorx trademark is flawless customer satisfaction and providing the personal touch through its 150 professional experts. Each LifeWorx expert is chosen from 100’s of applicants and are simply the best of the best. Lifeworx provides a variety of regularly scheduled, fully insured services, has back-up coverage, full administrative support and a 100% money back guarantee.*