

PRESS RELEASE

Action Training Academy announces new website launch

01 February, 2011: Leading occupational health and safety (OHS) training provider - Action Training Academy (ATA) - recently announced the launch of its newly-developed interactive website, which aims to provide users with current information on ATA's emergency medical/paramedic and health and safety courses, services, products and equipment.

Action Training Academy managing director **Alastair Farish** says that the website serves as an up to date health and safety and emergency management service platform. "ATA recognises that access to timely, quality information is becoming more important for today's consumer. This launch is the birth of ATA's customised online presence," says Farish.

A range of occupational health and safety courses, services and products can be booked/bought via the website's all encompassing paramedic, first aid, OHS, firefighting and emergency online 'one-stop shop', as well as the website's customisable training booking forms.

In-depth information on all of ATA's first aid, firefighting, health and safety, emergency and paramedic courses can also be found on the site, thus empowering users through their decision-making process. Additionally, businesses or large organisations seeking to comply with the Occupational Health and Safety Act 85 of 1993 can instantly access information on ATA's health and safety management and training solutions.

Links arranged by geographic location gives users instant access to ATA's management contacts, while the publications tab allows a glimpse into ATA's media releases, case studies and media coverage.

Since its establishment in KwaZulu-Natal in 2001, Action Training Academy has experienced tremendous growth and now operates as a national training operation, with branches in Gauteng, KwaZulu-Natal, Western Cape and Eastern Cape. The growth of the business can be attributed to the dedicated management team, professional facilitators, fair pricing and quality-focused customer care.

The newly-developed customer-focused website can be viewed at www.actiontraining.co.za.

Ends.

About Action Training

Action Training Academy specialises in developing effective health and safety programmes, by offering health and safety training to businesses and their employees, thus providing them with valuable skills and information on procedures and the usage of emergency equipment. In addition, consultation with management to tailor-make health and safety management solutions will ensure a successful strategy/implementation.

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