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**CPP, Inc., Welcomes New Myers-Briggs® Qualification Program Provider,
American Management Association
*Leading Management Education and Development Organization to Offer
Sessions Nationwide***

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CPP, Inc., is pleased to announce that American Management Association (AMA) has joined the roster of firms providing qualification training for *Myers-Briggs Type Indicator*® (MBTI®) practitioners. This move will increase the availability of Myers-Briggs® assessments and applications to organizations throughout the United States.

CPP is the exclusive publisher of the MBTI instrument and a leading provider of assessments administered by professionals focused on meeting individual and organizational development needs. AMA is the world's leading membership-based management education and development organization.

AMA's Myers-Briggs training program not only qualifies participants to administer the renowned MBTI instrument, but also provides recommendations and guidelines on how individuals and organizations can apply the results to the unique business challenges they face.

"AMA has used the MBTI instrument in its training programs with great success for a number of years, and we are delighted to now be authorized by CPP to offer the qualification program," said AMA president and CEO Edward T. Reilly. "The MBTI tool is the most widely used and well respected personality inventory in the world, and we are confident that this program will prove beneficial to AMA members, individual seminar attendees, and our corporate customers."

"AMA is a great fit for the Myers-Briggs qualification program," explained CPP co-president Jeffrey Hayes. "They are very professional and completely in tune with the training and development needs of businesses in the United States and around the world. AMA's new MBTI® Qualification Program will mean that many more organizations will have personnel trained to deliver the wide range of MBTI benefits and applications."

About the Myers-Briggs Type Indicator® Assessment

The MBTI assessment is the most widely used personality instrument in the world. More than 2 million are used each year by individuals and organizations, including

85 of the Fortune 100 Companies. CPP, Inc., offers more than 75 publications and tools to aid in understanding and applying assessment results.

The Myers-Briggs instrument helps managers understand the different personality types within their organization and how the types tend to interact, thereby improving their management, communication, and organization development efforts. The MBTI tool can be used in a wide range of work environments. Individuals identify their personality type and learn how to work more effectively with others who have similar and different personalities. Heightened understanding of employees' personalities can help an organization achieve a positive work environment, reduce conflict, and increase productivity.

For more information about the MBTI instrument, visit CPP, Inc. at www.cpp.com or The Myers & Briggs Foundation at www.myersbriggs.org.

About Myers-Briggs® Qualification

The MBTI assessment must be administered and interpreted by a qualified practitioner. Those who successfully complete qualification training are able to deliver the full range of individual and organizational benefits, while ensuring that ethical standards are maintained.

The MBTI® Qualification Program is designed for HR professionals, training directors, organization development consultants, coaching professionals, and managers who are interested in administering the MBTI instrument. Practitioners who administer the instrument can help with leadership development, career planning, team development, conflict resolution, employee retention, diversity management, and coaching and counseling.

In addition to AMA, the following organizations offer the MBTI® Qualification Program: Association for Psychological Type, Center for Applications of Psychological Type, Type Resources, Otto Kroeger Associates, Qualifying.org, Inc., TRI, and Zeisset Associates.

About AMA

American Management Association is the world's leading membership-based management development organization. Each year, more than 500,000 AMA customers and members take advantage of a wide range of AMA seminars, conferences, and executive forums, as well as books and publications, research, online learning, and self-study courses.

In addition to the MBTI® Qualification Program, AMA offers more than 170 seminars in general management, interpersonal skills, project management, communication skills, human resources, sales, marketing, leadership, and finance. Business professionals with real-world experience facilitate AMA programs and use practical, action-oriented content that can be immediately applied in the workplace.

AMA will offer its first MBTI® Qualification Program in March 2005 at its Executive Conference Center in New York City. Other sessions will be held at AMA centers in Atlanta, Washington, Chicago, and San Francisco. For a complete schedule, visit AMA online at www.amanet.org.

About CPP, Inc.

CPP, Inc., is a leading provider of innovative assessments and training tools administered by professionals that meet individual and organizational development needs. Its hundreds of offerings have been used by millions worldwide for more than 45 years in such applications as leadership development, coaching, team building, retention, and career management. In addition to the MBTI instrument, CPP's research-validated products include the *Strong Interest Inventory*®, *Fundamental Interpersonal Relations Orientation–Behavior*™ (FIRO-B®), *Thomas-Kilmann Conflict Mode Instrument* (TKI), *California Psychological Inventory*™ (CPI™), CPI 260™, and *Parker Team Player Survey* assessments. In addition, Davies-Black® Publishing, a division of CPP, offers cutting-edge business and career management books. To learn more about CPP and its assessments or to find out how to become a qualified practitioner, visit www.cpp.com.

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