

CPP, Inc., Honored as a Best Place to Work

At CPP we “put our money where our mouth is”!

In 2004 CPP was honored to be selected as one of the **50 Best Places to Work** in the Greater Bay Area by the San Francisco Business Times, Silicon Valley/San Jose Business Journal and Deloitte. Perhaps even more significant, it was employee feedback that tipped the scales. That proved we were doing something right: selecting and retaining, with the help of our own research-validated products, employees who are a good fit for—and thus feel good about—the work they do and the organization in which they do it.

CPP, Inc., publishes and distributes assessments that help organizations select and retain the best-fit staff for their business. Internally, we regularly use the MBTI[®], CPI 260[™], and TKI assessments, among others, as part of our team development, staff retention, and leadership and coaching processes. This award illustrates the result!

Thanks to all CPP employees for continuing to help the company evolve and for working together as a terrific team.

For more information, please read the complete press release [below](#).

Maria Patrick & Jeffrey Hayes
Co-Presidents, CPP Inc.

For Immediate Release

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Training publisher listed in top 50 companies in San Francisco Bay Area

San Francisco and San Jose, CA - April 14, 2004 -- Two publications in California recently joined forces to produce the first-ever "Best Places to Work in the Bay Area" edition. The San Francisco Business Times and the Silicon Valley / San Jose Business Journal selected CPP, Inc., of Palo Alto as one of 50 awardees.

A lead article in the magazines' April 2 edition observes that, "during even the most challenging times, some companies never forgot the importance of investing in their most valuable assets - the ones that walk out the door at 5 o'clock (or later) every evening." A separate article notes that companies on the Fortune 100 Best Companies to Work For list "had about a 50 percent lower turnover rate than average. A study found that shares of companies on Fortune's list in 1998 significantly outperformed other companies over the following five years."

"We are deeply honored to be selected to join this group of outstanding organizations," said Maria Patrick, acting co-president of CPP. "It is particularly gratifying for a company that is in the business of improving employee self-awareness and effectiveness to be recognized by its own employees."

About the Best Places to Work in the Bay Area Competition

The Times and the Journal solicited candidates from throughout the Bay Area. Scores are based on structured interviews with managers and anonymous on-line questionnaires completed by employees. At least 20 percent of employees had to respond to the survey for a company to qualify. Employees' responses were weighted more heavily than managers' responses, accounting for 60 percent of the total score. Questions in both surveys addressed six areas: communication within the company, the work environment, compensation, benefits, promotions, and recognition.

About CPP, Inc.

CPP, formerly Consulting Psychologists Press, is best known as the publisher of the Myers-Briggs Type Indicator® (MBTI®) assessment, a tool used by professionals in top companies to meet individual and organizational development needs. CPP has been providing innovative assessments and training tools to millions world-wide for more than 45 years in such applications as leadership development, coaching, team building, retention, and career management. CPP's research-validated products also include the Strong Interest Inventory®, Thomas-Kilmann Conflict Mode Instrument (TKI), FIRO-B®, and CPI 260™ assessments. In addition, Davies-Black® Publishing, a division of CPP, offers cutting-edge business and career management books.

Visit www.cpp.com for more information.

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