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New CPP Catalog Receives Design Award *2004 catalog recognized in American Corporate Identity/20*

Palo Alto, CA – March 1, 2004 -- CPP, Inc.'s new 160-page catalog of assessments, books, and training tools has been recognized in the annual design competition conducted by American Corporate Identity (ACI). ACI has selected the catalog for an award in the Corporate Identity Brochures category and will feature it in *American Corporate Identity/20*, a book to be published in the fall of 2004.

CPP's catalog offers the *Myers-Briggs Type Indicator*® instrument, several other leading assessments, and hundreds of different products to assist with interpretation and training. It also includes general information, including guidance to help users become qualified or certified to administer and interpret CPP's assessments. A copy of the catalog may be requested directly from CPP.

"This catalog is the best and most complete source of information about personality assessments," said Gordon Mortensen of Mortensen Design in Mountain View, CA. "It has been a privilege for our firm to help with the design of this year's edition." The catalog features artwork by Phillippe Lardy, bold graphics, and convenient indexing and color coding that makes it easy to find, learn about, and select just the right product.

"At CPP we have always been proud of what we do," commented Jeff Hayes, senior vice president. "Now, thanks to Mortensen Design, we are equally proud of how we look." Other designs by Mortensen for CPP that have been recognized by ACI include new brand-specific logos and product-specific brochures. "Mortensen helps make our products stand out and our information more accessible."

About American Corporate Identity

American Corporate Identity is the only annual national competition devoted specifically to the field of corporate identity. The 19 previous competitions have provided a highly respected showcase for the best corporate identity graphics in use in the United States. The American Corporate Identity/20 competition received more than 4,000 entries and has honored 1,050 pieces in seven categories, including trademark/logo design and corporate image brochures. For more information visit americancorporateid.com.

About CPP, Inc.

CPP, Inc., is a leading provider of innovative, professionally-administered assessments and training tools that meet individual and organizational development needs. Its hundreds of offerings have been used by millions worldwide for more than 45 years for applications including leadership development, coaching, team building, retention, and career management. In addition to the *Myers-Briggs Type Indicator* (MBTI)® instrument, CPP's research-validated products include the *Strong Interest Inventory*®, *Thomas-Kilmann Conflict Mode Instrument* (TKI), *FIRO-B*®, *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. Visit www.cpp.com or call 800-624-1765 for more information or to request a copy of the 2004 catalog.