

For Immediate Release

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CPP Enhances FIRO-B® Product Line with New Profile

Fundamental Interpersonal Relations Orientation—Behavior™ Assessment gets new look

Palo Alto, CA – April 6, 2004 -- CPP, Inc. has updated its FIRO-B® assessment and introduced the *FIRO-B® Profile*. The new profile will facilitate online administration and interpretation of the FIRO-B instrument, which is widely used by managers, trainers, and consultants to help people understand human interactions in both business and personal contexts.

Many of the tools in the FIRO-B product line have a fresh new look, and the functionality of administration and interpretation have been greatly improved by the addition of the new *FIRO-B Profile*, available through CPP's SkillsOne® web site. FIRO-B products are ideal for enhancing communication, building teams, and improving group and individual performance.

“The FIRO-B instrument has a 40-year track record of helping people work more effectively with others by first understanding themselves,” said Jeff Hayes, senior vice president of CPP. “And we have a great deal of experience using it in conjunction with our *Myers-Briggs Type Indicator®* (MBTI®) assessment. Together they provide rich information for use in a personal, ongoing leadership development program.” For an overall picture of leadership style, trainers can combine the “wide-angle lens” of the MBTI instrument with the “filter” of the FIRO-B assessment by using CPP's *Leadership Report Using FIRO-B® and MBTI®*.

About the FIRO-B® Instrument

Based on the pioneering work of Will Schutz, Ph.D., the FIRO-B instrument explores the three types of interpersonal needs that motivate most people: inclusion, control, and affection. Each of these needs is then measured on two dimensions: expressed (that is, provided to others) and wanted (desired from others). The FIRO-B assessment must be administered and interpreted by a qualified practitioner. Since Myers-Briggs® practitioners are also qualified to administer the FIRO-B instrument, it is easy to find both qualified consultants and qualification courses.

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 FIRO-B and MBTI instruments, CPP's research-validated products include the Strong Interest Inventory®, 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 the FIRO-B and other assessments or to learn how to become a qualified practitioner, visit www.cpp.com.

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