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CPP, Inc., Mourns Loss of Chairman, President and CEO

CEO David O. Krantz dies at age 59

Palo Alto, CA March 29, 2004 CPP, Inc., today announced that David O. Krantz, President, Chairman and Chief Executive Officer of CPP, Inc., passed away March 26 from complications of pneumonia.

CPP is the publisher of the *Myers-Briggs Type Indicator*[®] instrument and the leading provider of assessments administered by professionals focused on meeting individual and organizational development needs. Headquartered in Palo Alto, California with offices in Washington DC and White Bear Lake, MN.

David O. Krantz joined CPP in 1987 as Vice President of Marketing. He became President in 1997 and Chief Executive Officer in 2001, and was elected Chairman of the Board of Directors effective January 1, 2004. Previously employed by The McGraw-Hill Companies, he recently served as the first Education Division Chair for the Association of Test Publishers.

As CPP's VP of Marketing, David O. Krantz launched a consultative sales force that helps customers use CPP's products and services accurately and effectively. His accomplishments as President include introducing the practice of revising the company's major assessments in-house; acquiring Xicom, Incorporated, publisher of the *Thomas-Kilmann Conflict Mode Instrument*; rebranding 40-year-old Consulting Psychologists Press as CPP, Inc.; and repositioning CPP as a full-service publisher of training materials for the corporate, government and education sectors.

"We are deeply saddened by the death of our colleague and leader. Our thoughts go out to his family—Jackie, Katie and Bill—and to everyone in our organization who has benefited from his wisdom and guidance," said Jeff Hayes, acting co-president. "Dave Krantz led CPP through its emergence as a worldwide leader in assessment and training and he will be greatly missed."

A CPP-sponsored memorial service will be held Friday, April 16, 2004, at 10:00 am at Michael's at Shoreline, 2960 N. Shoreline Blvd., Mountain View, CA 94043.

Dr. Carl Thoresen, a CPP board member for more than 20 years, has been appointed Chairman. Senior Vice Presidents Maria Patrick and Jeff Hayes will serve as acting co-presidents during this time.