



PRESS RELEASE

February 7, 2005

Contact: Michael Butler

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PRA Expands Sales Team to the West Coast, Announces Regional Sales Director

Rolling Meadows, IL - February 7, 2005 - Personnel Research Associates, Inc. (PRA), a leading provider of Human Capital Consulting and Technology services to global corporations, is expanding their sales-team to capitalize on growing customer demand for human capital measurement solutions that impact the bottom line and improve customer satisfaction.

Bob Bachman has joined PRA as the Regional Director of Sales for the Western U.S. Bob brings more than 25 years of sales and management experience to the company, including IBM, Motorola and Great Plains Software. His recent experiences have been in the areas of e-learning and corporate training; before joining PRA he served as regional sales director for Sivox.

Bob graduated with honors from the University of Puget Sound in Tacoma, WA. He resides in Sammamish, WA with his family.

His contact information is:

Bob Bachman, Regional Director of Sales
18300 N.E. Union Hill Road, Suite 264
Redmond, WA 98052
Telephone: 425.882.9734
Email: bbachman@pra-inc.com

PRA is also recruiting a Regional Sales Director to be based in the Northeast Region of the US.

About PRA

In 1977, PRA founded a tradition of developing innovative and science-based solutions to human resource measurement issues. They offer solutions in Strategic Employee Engagement, Selection and Assessment, Service Quality, Multi-Rater Feedback, and Custom Research. PRA has developed proprietary technology platforms and tools to support their clients' implementation of customized diagnostic and assessment programs. Their experts help both people and organizations reach their goals by blending scientific knowledge, real-world experience, and creativity.

PRA's clients include many of the world's best known and most successful organizations in the following industries: aerospace, chemicals, communications, consumer products, distribution, diversified manufacturing, energy, financial services, food services, pharmaceuticals, hospitality, retail, technology, and transportation. They also work with a variety of governmental agencies. PRA's tradition of excellence and commitment is the foundation for long-term client relationships.

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PRESS RELEASE

October 11, 2004

Contact: Michael Butler

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Technology That Can Deploy Global 360 Surveys in Less Than an Hour

Personnel Research Associates, Inc. unveils the PRA Sage Technology Suite at the HR Technology® Conference, Oct. 13-15 in Chicago.

Rolling Meadows, IL - Large-scale, multi-rater deployments can often take weeks or months to implement-even longer if multiple language support is required. To reduce the burden, *Personnel Research Associates, Inc.* (PRA) has announced the launch of a proprietary software suite, including ³SixtySage™ which is capable of authoring and deploying multi-rater surveys in less than an hour when content is available.

The new PRA Sage Technology Suite is a trio of powerful web-based platforms developed for global companies through PRA's consulting and research practice-now made available across industry. The suite is designed to help organizations align to strategy and improve effectiveness. The products assess and select talent, measure employee satisfaction and service climate, and provide information to make better decisions.

³**SixtySage™** is a web-based platform for multi-rater feedback surveys that supports complex implementations with ease. Scalable and secure, its flexible design includes a series of custom controls to tailor the survey process to your organization's needs. This advanced-featured tool supports survey creation, rater nomination and approval, online deployment and reporting.

SelectionSage™ is a secure web-based test administration platform used to test job candidates, assess employees for promotion, and certify employee skills. From scheduling to reporting, SelectionSage™ is designed to meet the needs of your organization with customizable features and an easy-to-use interface.

SurveySage® is an online global survey tool capable of supporting projects involving tens of thousands of simultaneously-participating employees. With SurveySage® you have complete control over a complex survey process, eliminating the need to depend upon an outside vendor organization for off-line processing or reporting.

Bill Macey, CEO, added, "PRA clients will find that our survey and assessment technology sets new standards for ease of use, administrative convenience, and cost-effectiveness."

About PRA

In 1977, PRA founded a tradition of developing innovative solutions to human resource measurement issues. PRA's success is rooted in the staff's expertise in the science and practice of Industrial and Organizational Psychology. PRA experts help both people and organizations reach their goals by blending scientific knowledge, real-world experience, and creativity.

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PRESS RELEASE

October 8, 2004

Contact: Michael Butler

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Technology That Can Deploy Global 360 Surveys in Less Than An Hour

Personnel Research Associates, Inc. unveils the PRA Sage Technology Suite at the HR Technology® Conference, Oct. 13-15 in Chicago. The suite is composed of complementary offerings including multi-rater surveys, online assessments, and general purpose surveys. The applications were previously embedded in PRA's research and consulting services and used by Fortune 100 companies and technology leaders. They are now available across industries.

Rolling Meadows, IL - Clients face the challenges of complex administration required for large-scale, multi-rater deployments. They often take weeks or months to implement- even longer if multiple language support is required. To reduce the burden, PRA has made available its proprietary software, ³**SixtySage™**, that has proven itself capable of authoring and deploying multi-rater surveys in less than an hour when content is available.

In addition to ³**SixtySage™**, the PRA Sage Technology Suite includes **SelectionSage™** and **SurveySage®** to meet online assessment and global survey needs. The offerings are available as hosted applications directly to PRA clients or through authorized distributors.

Bill Macey, CEO of PRA, added, "PRA clients will find that our survey and assessment technology sets new standards for ease of use, administrative convenience, and cost-effectiveness."

PRA's Sage Technology Suite is a trio of powerful web-based platforms is designed to help organizations measure employee satisfaction and service climate, assess job applicants and provide feedback for development or as part of a performance management process.

Some key features of the platforms include:

- Advanced feature sets for power and flexibility
- Real-time reporting
- Out-of-the-box support for eighteen languages
- Online assessment and certifications
- Security that exceeds industry standards

- Choice of hosting options for significant cost savings
- Easy integration through web services and HR-XML standards

SelectionSage™ is a secure web-based test administration platform used to test job candidates, assess employees for promotion, and certify employee skills. From scheduling to reporting, **SelectionSage™** is designed to meet the needs of your organization with customizable features and an easy-to-use interface.

³**SixtySage™** is a powerful web-based platform for multi-rater feedback surveys that supports complex implementations with ease. Scalable and secure, its flexible design includes a series of custom controls to tailor the survey process to your organization's needs. This advanced-featured tool supports survey creation, rater nomination and approval, online deployment and reporting.

SurveySage® is an advanced online survey tool capable of supporting projects involving tens of thousands of simultaneously-participating employees worldwide. With **SurveySage®** you have complete control over the survey process, eliminating the need to depend upon an outside vendor organization for off-line processing or reporting.

About PRA

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PRESS RELEASE

October 7, 2004

Contact: Michael Butler

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Personnel Research Associates, Inc. (PRA) is Pleased to Announce the Addition of Michael Butler, Vice-President of Sales

Rolling Meadows, IL - Michael Butler has overall responsibility for sales management at PRA. He has more than 15 years of senior management positions in both staffing and human capital technology companies.

His experience includes implementing and managing HR outsourcing solutions for Fortune 500 companies. As General Manager of a leading HR outsourcer he led the world's first implementation of Oracle's 11i E-Business Suite. He has also managed delivery of employee selection and assessment programs for many Fortune 500 companies.

Mike holds a BA from St. Xavier University, a MA from the University of Chicago, and an MBA from Northwestern University's Kellogg School of Management.

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PRESS RELEASE

January 28, 2004

Contact: Michael Butler

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Personnel Research Associates, Inc. (PRA) is Pleased to Announce the Addition of Dr. Daniel G. Barney, President of Strategy and Alliances

Rolling Meadows, IL - Dr. Daniel G. Barney has joined the Executive Team of PRA in the role of President, Strategy and Alliances. Dr. Barney will be responsible for leading the development and implementation of business strategy and key partnerships for PRA, including market and product positioning, acquisitions and alliances, product concepts, and channel and sales management.

Dr. Barney brings over 20 years experience in organizational, product and business development and management, previously being on the senior management teams of Fortune 500 and Big Four consulting firms.

Dr. Barney is also a syndicated author of Workforce Strategy and Development, adjunct professor and international advisor. He has served as a member on not-for-profit and professional services Boards and is a speaker on such topics as executive team design, Sarbanes-Oxley Act compliance, business transformation, and international acquisitions.

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PRESS RELEASE

January 16, 2004

Contact: Michael Butler

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Dr. Benjamin Schneider, Senior Research Fellow, publishes new book on Service Quality

Rolling Meadows, IL - Have you wondered about what service quality is and what its determinants are, i.e., how to organize to produce it? Benjamin Schneider and Susan White answer these questions and many others in their new book [Service Quality: Research Perspectives](#) (Sage, 2004). The book reviews the most important research programs in services marketing (defining service quality and its dimensions), service operations management (the impact of customer presence on service production and delivery), and organizational psychology (the management of human resources for service delivery). A unique feature of the book concerns the practical implications of integrating across these different sub-disciplines in the quest for customer satisfaction, loyalty and revenues.

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PRESS RELEASE

January 7, 2004

Contact: Michael Butler

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MeadWestvaco Packing Systems Explores Link Between Customer Satisfaction and Service Quality Using PRA's Service Climate Survey

Rolling Meadows, IL - To improve alignment of its employee survey with current business strategies, MeadWestvaco Packaging Systems, LLC, the Atlanta-based unit of MeadWestvaco Corporation, recently contracted with PRA to administer a pilot of PRA's service quality climate survey. The goal of the pilot is to use employee feedback about internal business processes as a predictor of customer satisfaction with service quality. PRA has demonstrated in a number of industries that its service climate survey (with new national norms) is a valid tool for predicting customer satisfaction, customer loyalty and sales. As a result, this survey was selected because it fits well with MeadWestvaco Packaging Systems' continuous commitment to high quality and customer satisfaction.

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PRESS RELEASE

December 4, 2003

Contact: Michael Butler

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Entergy Corporation Engages PRA to Assist in Commitment to Being Employer of Choice

Rolling Meadows, IL - PRA recently began working with Entergy Corporation on an Exit Survey designed to enhance Entergy's commitment to being an employer of choice. PRA's relationship with Entergy dates back to 1996 when our collaboration began on their 360-degree feedback process. PRA continues today to administer the cyclical Entergy 360 process, as well as customer satisfaction surveys and the biennial employee opinion survey. The Exit survey represents the latest joint venture between Entergy and the PRA consulting, project management and information technology teams.

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PRESS RELEASE

December 2, 2003

Contact: Michael Butler

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Microsoft Corporation Expands Partnership With PRA

Rolling Meadows, IL - Microsoft Corporation recently announced its decision to expand its partnership with PRA by selecting PRA as the vendor for its Exit Survey. Needing a new look and more efficient and updated survey technology, PRA's approach to the project fit their needs. The announcement further strengthens the relationship between Microsoft and PRA, which dates back to 1999, when PRA was selected as the vendor for their annual employee census survey. The MS Poll, Microsoft's annual census survey, is sent to over 50,000 Microsoft employees in more than 83 countries, and is offered in 8 different languages.

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PRESS RELEASE

September 18, 2003

Contact: Michael Butler

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Nancy Tippins, President of Selection Practice Group, delivered a speech at the 2003 Assessment Congress meeting Oct. 1 titled "*Transporting the Validity of Assessments*".

Rolling Meadows, IL - Nancy Tippins, President of Selection Practice Group, delivered a speech at the 2003 Assessment Congress meeting Oct. 1 titled "Transporting the Validity of Assessments". In this workshop, participants learned what the legal and professional requirements for transporting the validity of assessments are, when transportability is appropriate and when it's not, and how transportability of an assessment procedure can be accomplished. Nancy reviewed legal guidelines and case law relevant to transportability as well as professional guidelines and share strategies for transporting validity within the boundaries of these guidelines in real-world settings.

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PRESS RELEASE

September 5, 2003

Contact: Michael Butler

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Mary Kelly, a Director of the Selection Practice Group, Delivered a Talk to a Group of Undergraduate Students at Bowling Green University

Rolling Meadows, IL - Mary Kelly, a Director of the Selection Practice Group, recently delivered a talk to a group of undergraduate students at Bowling Green University. She addressed the topic "What you can do with a Psychology degree" and the various options that are available for careers in the field. She also tied in her everyday tasks at PRA with the courses that they should take at Bowling Green to prepare for a career in I/O Psychology, such as Statistics, Research Design, and Communications.

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PRESS RELEASE

July 23, 2003

Contact: Michael Butler

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Personnel Research Associates, Inc. (PRA) Launches surveysage.com, a New Generation of Organizational Assessment Technology

Rolling Meadows, IL - PRA today released its latest innovation in employee measurement, surveysage.com. Now, PRA offers a new generation of web-enabled tools to help you maximize the benefits of employee feedback while reducing administrative burden, providing enhanced flexibility, and simultaneously minimizing costs.

Unlike systems that require external consultant intervention at various points during the process, PRA technology gives you complete control and flexibility to deploy organizational climate and multi-rater surveys. PRA's web-enabled technology is designed to reflect the way organizations work - anticipating the need for continual adjustment of process and work flow to fit the ongoing operations of the business. Mid-stream changes that are impossible for others to accommodate now require minimal effort on your part. More than simple customization, this flexibility extends to administrative procedures, nomenclature, survey language, and reporting. You now control the entire process at the timing and pace you choose. This flexibility and convenience allows you to shorten administrative time frames and reduce project costs.

PRA's new generation of employee measurement support is entirely web-enabled. Capable of supporting projects involving tens of thousands of simultaneously participating employees, our solution is scalable to meet the demands of any project load and schedule.

PRA Technology allows you to:

- Author surveys online
- Create company directories for the distribution of invitations, reminders, and surveys
- Deploy surveys, invitations, and reminders in most major languages
- Create schedules for email invitations and reminders
- Establish minimum reporting rules to ensure confidentiality
- Define multiple data collection windows within a single survey administration for multi-rater surveys
- Assign privileges to in-house administrators, coaches, and participating managers for multi-rater surveys

- Control exceptions to data collection and reporting
- Access response rate information in real time
- Choose report options
- Determine schedule and timing for automatic report dissemination
- Generate additional ad hoc analyses

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PRESS RELEASE

June 23, 2003

Contact: Michael Butler

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Susan Coverdale, Ph.D. and Mary Kelly, Ph.D. Join the Selection Practice Group of Personnel Research Associates, Inc. (PRA) as Directors

Rolling Meadows, IL - PRA announced today that Susan H. Coverdale and Mary L. Kelly have joined the firm as Directors of the Selection Practice Group. They will be responsible for the development and implementation of employee selection and assessment practices procedures within organizations. Both will also work on PRA's efforts to build practical, legally defensible selection instruments for the open market. Dr. Coverdale has worked extensively in private industry and consulting throughout her career and has developed a wide range of selection tools. Dr. Kelly began her career at HR Strategies and also worked for LIMRA. Most recently, she was the Manager of Research and Development at IPAT.

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PRESS RELEASE

June 23, 2003

Contact: Michael Butler

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Personnel Research Associates, Inc. (PRA) Announces the Addition of Senior Research Fellow, Dr. Benjamin Schneider

Rolling Meadows, IL - Benjamin Schneider, Ph.D. has joined Personnel Research Associates, Inc. in the role of Senior Research Fellow. Dr. Schneider is joining PRA following a distinguished academic career, most recently at the University of Maryland. His research focuses mainly on the role of manager personality in the organization, organizational culture and climate, and service quality in organizations.

Dr. Schneider has received many awards throughout his career including the 2000 Scientific Contributions Award given by the Society for Industrial and Organizational Psychology (SIOP) in recognition of a lifetime of scientific contribution to the field of I/O Psychology, the Scientific Contribution Award given by the Human Resources Division of Academy of Management for the best article published in 1998 (with Brent Smith, Sylvester Taylor, and John Fleenor), election to Fellowship in the American Psychological Association, the American Psychological Society, Society for Industrial and Organizational Psychology, and the Academy of Management, President of the Organizational Behavior Division of the Academy of Management, and President of the Society for Industrial and Organizational Psychology. In addition, Dr. Schneider is listed in Who's Who in America and derivative volumes.

His most recent book (with David E. Bowen), Winning the Service Game (Harvard Business School Press, 1995), presents a strategy for creating an organizational culture that seamlessly delivers exceptional customer service. Dr. Schneider also has two books *forthcoming*, Personality and Organizations (with D. B. Smith; Lawrence Erlbaum) and Service Quality: Research Perspectives (with S. S. White; Sage Publications), both of which will be published Fall 2003.

In addition to his distinguished academic career, Dr. Schneider has applied his research and theoretical knowledge to consulting with a number of Fortune 500 organizations as well as in the public sector. The focus of the majority of his consulting engagements has been on service and service climate while others have focused on the development and implementation of selection and promotion systems

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