

---- FOR IMMEDIATE RELEASE ----

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The Booth Company, Web Survey Leader, And Partner Acquire Clark Wilson Group, Survey Feedback Publisher - 08.99

The Booth Company of Boulder, CO, the leader in worldwide E-surveys ("360" degree feedback tools on the Internet), has joined with Performance Programs, Inc. of Old Saybrook, CT, a top survey design and research company, to acquire The Clark Wilson Group, Inc., Silver Spring, MD, the premier publisher of research-based 360 degree surveys on leadership and management. The Booth Company feedback surveys enable human resource experts to measure management and leadership skills among executives, managers, and team leaders.

Daniel J. Booth, Ed.D., President of the Booth firm, also will head The Clark Wilson Group in Boulder. Booth said that the newly combined survey, research and publishing organization will assure human resource directors of continued access to the industry's leading survey tools and customized consulting based on many decades of experience. Booth said the acquisition unites his firm's established marketing and electronic administration capabilities with Wilson's publishing leadership and the industrial psychology strengths of Performance Programs, Inc., the research firm headed by Paul Connolly, Ph.D.

Clark Wilson, Ph.D., will continue to develop new surveys and conduct research for the Clark Wilson Group. Dr. Wilson earned his doctorate in industrial psychology from the University of Southern California after having earned a BS from Stanford U. one year behind Bill Hewlett and David Packard - but it was Booth who introduced thousands of HP managers to Dr. Wilson's surveys in the 1980s. Wilson is widely acknowledged as the pioneer developer of scientifically validated, multi-rater feedback instruments, and for developing the Task Cycle® Theory that explains how competencies are linked and sequenced in time and importance. His battery of more than 15 unique Task Cycle® surveys of team and leadership competencies have been administered to more than 300,000 leaders and their teams. .

Connolly was an early co-author of Wilson's leadership instruments. He is principle author of the current executive and leadership titles as well as approximately 20 customized versions used in Fortune 100 companies today. His research team will continue to maintain the psychometrics and norms of the surveys and author new titles with The Booth Company.

About The Booth Company

The Booth Company publishes and administers 360 degree feedback surveys based on the Task Cycle®, a validated theory of leadership and management roles. Its comprehensive set of surveys measure the fundamental skills of mission-critical organizational roles, including executives, first-line and middle managers. The survey results are compared to continuously updated industry and country norms. Since 1972 The Booth Company has distributed its surveys and feedback workshops internationally through corporate universities and an exclusive network of certified senior executive coaches.

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