

---- FOR IMMEDIATE RELEASE ----

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The Booth Company Announces Partnership with HRDQ

Boulder, CO -- The Booth Company announced today that it has partnered with learning solutions publisher HRDQ to develop a customized assessment portal powered by TruScore, The Booth Company's signature online application for designing, implementing, and controlling all aspects of multi-rater feedback surveys. This customized, branded portal expands the scope of HRDQ's online assessment products and includes the company's 360-degree learning instruments, previously available only in print. In addition, TruScore technology provides enhanced features and increased flexibility to ensure a high quality user and learner experience.

A longtime technological leader in the learning industry, The Booth Company released TruScore in 2007. This technology allows all aspects of the feedback process to be customized while enhancing user experience and administrative control at every level. Most importantly, TruScore is designed to be compatible with a broad range of assessments, making it an ideal platform for independently authored surveys as well as The Booth Company's Task Cycle surveys.

TruScore is a secure, on-demand application operating on Microsoft's NET framework. This gives survey participants and administrators the opportunity to access TruScore at any time from a computer that has an internet connection and browser. This platform also provides endless possibilities for meeting specialized requests at any stage of the feedback process.

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 measures the fundamental skills of mission-critical organizational roles, including those of executives and all levels of management. The survey results are compared to continuously updated industry and geographical norms.

For clients utilizing their own survey content, The Booth Company offers flexible hosting services, as well as statistical and psychometric consulting. It also provides advanced reporting opportunities, with a variety of aggregate reports ideal for group benchmarking and strategic planning purposes.

About HRDQ

HRDQ (www.HRDQ.com) is a trusted developer of learning solutions that combine organizational learning theory, proven facilitation methods, and an appreciation for adult learning styles to initiate and inspire lasting change. We believe an experiential approach is the best catalyst for workplace learning, and publish a wide range of research-based, theory-driven assessments, games, programs, and digital resources.

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