

---- FOR IMMEDIATE RELEASE ----

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The Booth Company Launches TruScore® Survey Software Marketing Website

Boulder, CO. – The Booth Company, an international provider of leadership development surveys, announces the launch of a marketing website for its .NET survey hosting platform, TruScore® (www.truscore.com). TruScore® is an online application that requires no software installation and can be accessed by administrators, participants, and raters from any computer that has an Internet connection and browser. The purpose of the website is to highlight the features and benefits of TruScore's capabilities so human resource professionals and others who are looking for a hosting platform can compare one system to another.

The website focuses on the different approaches a company can take in administering assessment programs and the available options, ranging from fully automated to allowing full control to the administrator. Built on the idea of flexibility, TruScore® survey software can give companies nearly all the same options and features regardless of whether the survey content is their own, The Booth Company's, or a custom survey. Customers may choose from among a variety of custom report formats or develop their own report. Survey analysis of all types is also available, ranging from question authoring and factor analysis to validation studies.

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 important, 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.

TruScore® survey software improves the implementation of 360 surveys by providing project managers with the administrative tools necessary to manage large projects. They'll find it easy to add participants to projects, monitor their progress in real-time, and control the solicitation of feedback. The participants and their raters are automatically guided through the process with an intuitive interface that clearly defines next steps and expectations. All survey screens, project emails, and feedback reports are customizable to fit the needs of any organization. Additionally, each supports translation into double-byte character languages and is available with organizational branding, including company specific logos and color schemes.

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.

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.

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