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MYERS-BRIGGS® THINKBOX NAMED ONE OF *HUMAN RESOURCE EXECUTIVE*® MAGAZINE'S TOP PRODUCTS

Myers-Briggs-based Web Portal Selected as one of the Top Five E-learning/Training Products of 2009

Mountain View, CA., September 21, 2009—CPP, Inc., industry leader in research, training, and organizational development tools including the *Myers-Briggs Type Indicator*® (MBTI®) assessment, today announced that its latest on-demand learning web portal, the Myers-Briggs® ThinkBox, has been selected as one of *Human Resource Executive*® magazine's "Top E-learning/Training Products" of 2009.

Co-developed with ThinkWise, Inc., developer of integrated talent management/development solutions, the Myers-Briggs® ThinkBox creates an individual-centered experience, offering timely, targeted, business-driven learning that addresses multiple learning preferences and business challenges through the framework of Myers-Briggs personality type.

"It is an honor to have our product recognized by such a prestigious HR industry publication," said Jeff Hayes, President and CEO, CPP, Inc. "The Myers-Briggs® ThinkBox provides a means for nurturing top talent and developing leadership at every level that meets today's professionals' need for agility and customization"

"The benefits of the Myers-Briggs® ThinkBox are validated by the rapid speed at which market leading companies in IT, hospitality, retail, energy, and other industries have adopted the platform," said Roger Jansen, PhD, CEO, ThinkWise, Inc. "This award further confirms the instrument's ability to foster effective, rapid learning, and concurs with the feedback we have been receiving from the numerous clients with whom we consult."

The platform provides more Myers-Briggs-based learning tools than have ever been offered through a single platform, all accessible via search functionality based on personality type, business issue, or competency, including:

- interactive expert tips
- eCoaching
- videos
- problem-solving tools

The editors of *Human Resource Executive*® magazine spend hundreds of hours reviewing products and conducting research in order to select their picks for the best HR products of the year. Products submitted for consideration are judged based on innovation, user-friendliness and the value they add to the HR profession.

For more information about Myers-Briggs® ThinkBox, visit www.mbtithinkbox.com.

About CPP, Inc.

Since its founding in 1956, CPP, Inc., has been a leading publisher and provider of innovative products and services for individual and organizational development, supplying reliable training solutions to businesses of all sizes, including the Fortune 500. The company's hundreds of

offerings have been used by millions of individuals in more than 100 countries, in more than 20 languages, to help people and organizations grow and develop by improving performance and increasing understanding. Among CPP's world-renowned brands and services are the Myers-Briggs Type Indicator®, Strong Interest Inventory®, Thomas-Kilmann Conflict Mode Instrument (TKI), FIRO®, and CPI 260® assessments; and CPP Professional Services. For more information about CPP, visit www.cpp.com.

About ThinkWise, Inc.

ThinkWise is a leading developer of integrated talent management and development solutions, including ThinkBox, the innovative on-demand learning solution that is redefining online development. The full ThinkWise solution is an integrated set of tools designed to be simple, user-friendly, and flexible – providing modules for making smarter hiring decisions, aligning strategies and goals, providing performance feedback, and developing leadership competencies. The development module, ThinkBox, provides a vast library of on-demand resources including expert videos, avatar-guided eCoaching modules, interactive tips, articles, book summaries, and toolkits – all designed to be short and instantly applicable. ThinkWise, founded in 1999, is an eclectic mix of experts including psychologists, HR professionals, instructional designers, MBAs, experienced business executives, and developers who continue to re-shape the way organizations select, align, and develop their people. For more information about ThinkWise, visit www.ThinkWiseInc.com.

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