

APPLIED RESEARCH CORPORATION

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Applied Research Corporation Continues Expansion; Opens Midwest Regional Office in St. Louis

METUCHEN, N.J. (August 2, 2004) - - Applied Research Corporation, a one-of-a-kind human resource consulting firm that delivers comprehensive assessment, coaching, transition leadership, and performance management strategies, today announced the opening of its Midwest regional office in St. Louis, Mo.

Heading Applied Research's Midwest regional office are Tom Holt and Colleen Officer. Holt has more than twenty-five years of individual and organizational effectiveness experience, and his areas of expertise include executive assessment, succession planning, performance and career coaching, management development, building training systems and team building. Prior to joining Applied Research, he was the director of organizational effectiveness at Sara Lee Bakery Group. Earlier in his career, Holt was director, human resource management at McDonnell Douglas Information Systems.

Officer, who holds a masters degree in counseling from Hood College, has more than 20 years of experience in sales, training, facilitating, consulting and selection, to include selection system design, team-based strategic planning, coaching, 360-feedback and development planning for such organizations as JP Morgan Chase, Constellation Energy Group, and the American Management Association.

In making today's announcement, Applied Research Managing Director and Co-Founder Dr. Joel Moses commented, "A number of our clients and prospects are based in the Midwest and opening our newest office in St. Louis means we'll be better able to deliver personalized service to them. We look forward to continued expansion of our customer base in this strategic area."

Applied Research Corporation is known globally for its exceptional transition leadership coaching practice. Using a proven methodology for successful transitions, Applied Research's coaches work one-on-one with newly appointed leaders to accelerate their transition and focus them on results. This integrated and systematic approach delivers quantifiable economic impact to organizations, greatly minimizing the negative impact of failed transitions to include poor financial results, turnover, and negative employee morale and decreased customer satisfaction.

For 15 years, Applied Research Corporation has also been integral to client's leadership development systems by providing world-class assessment programs that identify high potential talent and develop internal

bench strength. Applied Research's developmental planning and coaching services help companies bridge gaps in critical skill sets and fully leverage employee strengths.

Applied Research's new St. Louis office is located at 16647 Chesterfield Grove Road, Suite 170, Chesterfield, Mo. The telephone number is (636) 898-0161. For more information, please e-mail sales@arclead.com.

About Applied Research Corporation

Headquartered in central New Jersey with offices in Atlanta, Ga., St. Louis, Mo., Phoenix, Ariz., London, and Shanghai, Applied Research Corporation is a one-of-a-kind consulting firm that delivers comprehensive assessment, coaching, transition leadership and performance management services. In a world where speed propels decisions, Applied Research Corporation helps identify and develop managers who can make the right decisions quickly, based on experience and solid business understanding, to create real competitive gains for their organizations. Through their transition support services, Applied Research Corporation helps ensure the success of newly appointed managers and executives, worldwide. For more information, visit www.arclead.com or e-mail sales@arclead.com.

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