

APPLIED RESEARCH CORPORATION

203 Main Street, Metuchen, NJ 08840-2727
P (732) 549-8891 F (732) 549-9179
www.arclead.com

Applied Research Corporation Expands Successful Assessment Practice

- Seeks Additional Qualified Assessment Consultants, Simulation Designers and Case Writers to Support Growth -

METUCHEN, N.J. (September 30, 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 its recruiting campaign for additional qualified assessment consultants to support the company's rapid growth in its assessment practice. Applied Research is also seeking to hire experienced simulation designers and case writers.

At the present time, Applied Research is seeking to add staff in its U.S. offices, which are located in Metuchen, N.J., Atlanta, St. Louis and Phoenix. "We are gratified by the response to our service offerings, especially this year as we celebrate our 15th anniversary," said Mike Jones, senior vice president of Assessment Services for Applied Research Corporation.

Industry research shows that assessments are essential in the selection and hiring processes. According to the Society for Industrial and Organizational Psychology (SIOP), carefully developed and administered employment assessments can provide organizations with a means to decide which candidates have the ability to perform well on the job and are better matched to positions for which they are suited. Assessment also helps hiring managers minimize the chances of making costly hiring mistakes and enables companies to design programs that support an individual's growth potential. In addition, the results from assessment can play a critical role in an organization's succession planning process. Applied Research Corporation, a pioneer in behavior-based assessment best practices, provides world-class assessment programs that identify high potential talent and develop internal bench strength.

Applied Research is also known globally for its exceptional transition leadership coaching practice and will be holding several upcoming workshops entitled, "Accelerating Leadership Transitions: The First 120 Days™." More information can be found on Applied Research's Web site at www.arclead.com.

Qualified assessment consultants, simulation designers and case writers interested in working for Applied Research can send their resume to Darlene Gaudios via mail, fax or e-mail. Specific details are available at <http://www.arclead.com/employment.asp>.

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.

#

Note to editors: Trademarks and registered trademarks referenced herein remain the property of their respective owners.

Media Contact:

Adrienne Turner
The Devon Group
(732) 542-2000, ext. 18
adrienne@devonpr.com