

APPLIED RESEARCH CORPORATION

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Applied Research Corporation Executive Appointed to MedicAlert's Board of Directors

-Managing Director and Co-Founder Joel Moses Joins Prominent Business and Healthcare Leaders to Help Shape Future of MedicAlert-

METUCHEN, N.J. (May 11, 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 that managing director and co-founder Joel Moses, Ph.D., has been named to the board of directors of MedicAlert Foundation International.

MedicAlert (www.medicalert.org) is one of the largest nonprofit membership organizations in the world, with a mission to protect and save lives. Since 1956, MedicAlert has related member's key medical facts to emergency medical personnel so that they receive faster, safer treatment, and avoid harmful or fatal reactions. Today, more than four million individuals worldwide are members of MedicAlert, which operates out of 9 international offices.

Dr. Moses, a widely known expert on management and executive selection and development, is one of the world's leaders in the assessment center movement. He has published many books and articles on this topic, including the definitive book on management assessment: *Applying the Assessment Center Method*. In 2000, his industry contributions and many achievements were recognized by his peers with the Distinguished Professional Contributions Award from the Society for Industrial and Organizational Psychology (SIOP).

Dr. Moses said, "MedicAlert has been saving lives for many years and this remarkable 48-year old organization is the world's leading emergency medical information service. I'm honored to join its board and contribute my knowledge to its continued successful growth."

Chairman Dighton Packard, M.D., Department of Emergency Medicine, Baylor University Medical Center heads the MedicAlert Foundation International board. Other board members include H.C. (Buddy) Henry, Jr.,

Retired Executive Vice President, BellSouth Corporation; Paul Kortschak, President and CEO of MedicAlert; Bill Gradison, Board Member of the Public Company Accounting Oversight Board; Murray Bray, Retired CEO of ACG Ltd. Victoria; Bernard R. Tresnowski, Attorney for Legal Assistance, Foundation of Metropolitan Chicago and Retired President and CEO, Chicago Blue Cross and Blue Shield Association; Raymond E. Gogel, Vice President and CIO, Xcel Energy, Inc.; Giovinella Gonthier, President and Founder, Civility Associates; and Dr. Christopher Rosko, Medical Director and Chief of Service, Emergency Department of Carraway, Methodist Medical Center.

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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