

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 West Coast Presence with Opening of San Francisco Office

- New Western Region Office to Support Expanding Client Base -

METUCHEN, N.J. and SAN FRANCISCO (October 11, 2005) – Applied Research Corporation, a one-of-a-kind human resource consulting firm that delivers comprehensive alignment & assimilation, assessment, coaching, and talent & career management services, today announced that the company is expanding its Western region operations with the opening of an office in San Francisco.

Jan Margolis, managing director and co-founder of Applied Research Corporation, stated, “As our global client base and our expert team continues to expand, our San Francisco office will help us to centralize our operations in this region while also providing better service and support to our clients.”

“The opening of the San Francisco office is the next in our plans to open additional offices in strategic locations as our global client base continues to grow,” commented Joel Moses, Ph.D., managing director and co-founder of Applied Research Corporation. “San Francisco is a thriving business community with diverse industries as well as easy access from highways and airports that will enable us to support our clients located in the city in addition to Northern California and the surrounding areas.”

Applied Research Corporation’s new office is located at 225 Bush Street, 16th Floor, San Francisco, Calif. The telephone number is (415) 439-8344 and the fax number is (415) 439-8304.

About Applied Research Corporation

Headquartered in central New Jersey with offices in Atlanta, London, San Francisco, Shanghai and St. Louis, Applied Research Corporation is a one-of-a-kind consulting firm that delivers comprehensive alignment & assimilation, assessment, coaching, and talent & career management services. In a world where speed propels decisions, Applied Research Corporation helps organizations identify, develop and leverage people to make decisions, and become strategic assets and sources of competitive advantage. Through their new leader assimilation and transition services, Applied Research Corporation helps ensure the success of newly appointed managers and executives worldwide. For more information, please visit www.arclead.com or e-mail sales@arclead.com.

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