

APPLIED RESEARCH CORPORATION

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Applied Research Corporation Celebrates 15th Anniversary; Moves U.S. Headquarters to Larger Facilities

Human Resource Consulting Firm Expands U.S. Presence to Support Growing Client Base

METUCHEN, N.J. (April 26, 2004) - - Applied Research Corporation, a one-of-a-kind human resource consulting firm that delivers comprehensive assessment, coaching, transition leadership, and performance management strategies, commemorated its 15th year in business with the unveiling of a new U.S. headquarters. Renowned for its measurable contributions to helping organizations identify and develop solid leaders, Applied Research was founded in 1989 by Jan Margolis and Joel Moses. Both Margolis and Moses remain at the helm of the Company.

Fifteen years ago, Margolis and Moses had a vision to develop a client-focused consulting firm that used assessments and coaching to help organizations advance their leadership growth while accelerating their business objectives. Today, Applied Research's scope has expanded to include two additional practices: transition leadership and performance management strategies.

Co-founder and Managing Director Jan Margolis said, "In fifteen years, we've supported many of the world's industry leaders as they've sought to motivate and cultivate one of their most valuable assets – their leaders. As a result, we have significant leadership development depth that cannot possibly be replicated by consulting firms with less tenure. Our expansion and growing global customer base necessitated moving our U.S. headquarters to a larger facility and upgrading our infrastructure."

Applied Research's new headquarters is located at 203 Main Street in Metuchen, New Jersey, within one mile of its previous headquarters. The Company's telephone and fax number remain the same; (732) 549-8891 and (732) 549-9179 respectively.

Co-founder and Managing Director Joel Moses added, “Our new facility features state-of-the-art information technology capabilities, as well as additional square footage to support our staff expansion. We can hold assessment services in our new building that were not possible in our previous facility.”

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.

Applied Research Corporation employs leading talent development experts who identify the success factors and standards that align individual performance with business objectives. For more information, visit www.arclead.com or e-mail sales@arclead.com.

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