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Joel Moses of Applied Research Corporation Appointed as Vice Chairman of MedicAlert's Board of Directors

*- Pioneer of the Assessment Center Movement and Widely Known Expert in Leadership Identification and Development
Accepts Leadership Position with MedicAlert Board -*

METUCHEN, N.J. (January 11, 2005) – 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 appointed to the position of vice chairman on 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, one of the initial pioneers of the assessment center movement and a widely known expert in leadership identification and development, was appointed to MedicAlert's board in May 2004. As vice chairman, he will work closely with the board's chairman, Bernard Tresnowski, and other board members to further MedicAlert's mission.

Dr. Moses said, "MedicAlert is the world's leading emergency medical information service and saves lives by promptly relaying critical information in medical emergencies. It was an honor to be appointed to the board, and I look forward to assuming the responsibilities of vice chairman to continue the organization's successful growth."

Chairman Tresnowski is an attorney with the Legal Assistance Foundation of Metropolitan Chicago. Other board members include H.C. (Buddy) Henry, Jr., Retired Executive Vice President, BellSouth Corporation; Bill Gradison, Board Member of the Public Company Accounting Oversight Board; Murray Bray, Retired CEO of ACG Ltd.; Raymond Gogel, Vice President and CIO of Xcel Energy, Inc.; Giovinella Gonthier, President and Founder of Civility Associates; Dighton Packard, Chairman of the Department of Emergency Medicine at Baylor University Medical Center; Sister Joel Read, President Emerita of Alverno College; 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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