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**CFI Group and Cobalt Community Research Team to Help Local Governments
Improve Satisfaction**

*Partnership creates a new, affordable management tool that employs the methodology of
the ACSI*

ANN ARBOR, Mich. (March 17, 2008) – Customer satisfaction management company, CFI Group, today announced that they are partnering with Cobalt Community Research, a non-profit coalition that helps organizations measure, benchmark, and manage their efforts, to develop a new tool that will help local governments improve citizen satisfaction without breaking the budget. The Cobalt Citizen Satisfaction Index is a high-quality, low-cost tool that measures citizen satisfaction with local governments.

“Citizens expect their government to serve their needs in an effective, efficient manner” said Sheri Teodoru, CEO of CFI Group. “Together with Cobalt, we’ve created a way for local governments to analyze citizen satisfaction and make informed decisions on where to focus valuable resources, make service improvements and measure progress – all steps aimed at cultivating the public’s trust”.

The Cobalt Citizen Satisfaction Index is powered by CFI Group and the methodology of the University of Michigan’s American Customer Satisfaction Index (ACSI). The ACSI is the gold-standard of customer satisfaction metrics for both the public and the private sectors, measuring over two-thirds of the U.S. economy and more than 200 federal government agencies and websites. The methodology also provides key insights into what improvements will have the most impact for local governments.

“This highly respected, world-class tool is affordable and provides quick, actionable data to help support economic development,” said Cobalt Executive Director, William SaintAmour “This couldn’t have come at a better time for Michigan.”

The Cobalt Citizen Satisfaction Index will assist local governments’ efforts to measure and report progress. Local governments will also be able to compare their performance to others’ performance around the state.

About CFI Group CFI Group (www.cfigroup.com) provides strategic customer satisfaction measurement through 12 offices worldwide. Launched in 1988 by University of Michigan professor Claes Fornell, CFI Group is headquartered in Ann Arbor, Michigan. It uses a rigorous measurement science to diagnose its clients' customer relationships, resulting in exacting advice on actions that strengthen these relationships and improve the clients' overall financial performance. CFI Group's technology is used by the American Customer Satisfaction Index (ACSI) via the Ross School of Business at the University of Michigan. CFI Group's clients include AT&T South, Best Buy, British Telecom, Domino's Pizza, U.S. Federal Government, ServiceMaster, UPS, Yahoo! and other leading companies around the world.

About Cobalt Community Research Cobalt Community Research is a non-profit coalition created to help organizations measure, benchmark, and manage their efforts through high-quality affordable surveys, focus groups, and facilitated meetings. In addition, Cobalt uncovers trends, innovations and best practices across many fields to help organizations thrive as changes emerge in the economic, demographic and social landscape. Cobalt is headquartered in Lansing, MI. For more information, visit www.CobaltCommunityResearch.org.

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