

Press contacts: David Ham, CFI Group, 734-623-1322 or dham@cfgroup.com or Jermaine Spight, Detroit Economic Club, 313-963-8547 or jspight@econclub.org

CFI GROUP EXTENDS PARTNERSHIP WITH THE DETROIT ECONOMIC CLUB

March 11, 2004, Ann Arbor, MI — CFI Group USA, LLC has extended its partnership with the Detroit Economic Club (DEC), assessing membership satisfaction and identifying potential improvement areas to build loyalty and participation among members. CFI Group's prior research for the DEC accurately predicted revenue levels coming from membership dues and event ticket revenue, and reinforced the importance of attracting high-profile speakers to DEC events. Speakers from the current program year have included Microsoft founder Bill Gates, U.S. Senator and presidential candidate John Kerry, U.S. Secretary of Homeland Security Tom Ridge, and Detroit Mayor Kwame Kilpatrick.

"CFI Group's previous work confirmed the importance of attracting world and national leaders as we look to retain existing members and add new members," said Beth Chappell, President of the Detroit Economic Club. "Our planned research for 2004 will help determine how much members would value possible new membership benefits. CFI Group's accuracy in forecasting member behavior and associated revenue is critical to our planning and budgeting efforts."

"The Detroit Economic Club's ability to draw prominent business executives and politicians underscores the importance of the Detroit Region in the U.S. economy," said David Ham, Director of Marketing for CFI Group USA. "The Club also plays a vital role in providing networking opportunities for business people in the region. While the Club's structure and mission are different from the *Fortune 1000*-sized companies CFI Group typically consults to, the need to invest in improvements that provide the greatest return on investment for the organization is no different."

About CFI Group USA, LLC

CFI Group's worldwide consulting practice leverages the company's Integrated Customer Asset Management (ICAM) methodology to identify product and service quality improvements that provide the greatest return on investment for its clients. ICAM links customer and employee experiences to operational metrics and financial outcomes, resulting in highly informed decisions about strategic and tactical actions and related resource allocations. CFI Group's innovative software serves as the analytical engine for the American Customer Satisfaction Index (ACSI), an economic indicator that directly measures U. S. customer satisfaction. Combined with CFI Group's consulting capabilities, the ACSI provides valuable benchmarking opportunities for CFI Group clients. Headquartered in Ann Arbor Michigan, CFI Group has 13 offices worldwide. More information on CFI Group can be found at www.cfgroup.com.

About the Detroit Economic Club

The Detroit Economic Club (DEC) was formed in 1934 as a platform for the discussion and debate of important business, government and social issues. It is known nationwide as a top speaking venue for prominent business and government leaders, who address DEC members and their guests at the club's 25 - 35 meetings per season (September through May). The DEC is about vital issues, prominent voices, a commitment to education, and inspiring leadership. As an added benefit, the DEC is known as one of the best networking venues in the region. It is a great place to greet friends, renew acquaintances, and make new contacts.

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