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CFI GROUP ANNOUNCES THE APPOINTMENT OF THREE NEW EMPLOYEES

FOR IMMEDIATE RELEASE – ANN ARBOR, MI – Sept. 14, 2004 – Ann Arbor-based CFI Group, an international consulting firm, today announced the appointment of three new employees in human resources, research analysis and data consulting.

Molly Shelton has been appointed human resources manager. Shelton's responsibilities include organizational planning and development, orientation and training, employee relations, compensation and benefits. She previously worked as a human resources administrator for Tetra Tech. A Milan resident, Shelton holds a Bachelor of Arts degree in psychology and a Master of Science in human resources and organizational development from Eastern Michigan University.

Gwang-Soog Kee has joined CFI Group as a research analyst. Kee will serve as an internal and client focused statistical and methodological consultant as well as explore new statistical procedures and their applications to CFI Group. Kee previously worked as a statistical research analyst for the Calgary Municipal Government in Alberta, Canada. She resides in Ann Arbor and holds a Bachelor of Arts degree in economics from Christopher Newport University and a Master of Arts in economics with specialization in applied econometrics from the University of Calgary.

Josie Bisaro has been hired by CFI Group as an assistant data consultant. Bisaro was formerly a program assistant at the University of Michigan's Summer Institute in Survey

Research Techniques. An Ann Arbor resident, she holds a Bachelor of Science in industrial and operations engineering from the University of Michigan College of Engineering.

About CFI Group North America, LLC

CFI Group's worldwide consulting practice leverages the company's Customer Asset Management (CAM) measurement system to identify product and service quality improvements that provide the greatest return on investment for its clients. CAM links an organization's customer and employee satisfaction levels to operational metrics and financial outcomes. The results are more effective strategic and tactical customer action plans and related resource allocations. CFI Group's innovative methodology serves as the analytical engine for the American Customer Satisfaction Index (ACSI), an economic indicator that directly measures U. S. consumer satisfaction, surveying over 70,000 individuals annually. 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.

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