

Contact: Jessica Annaloro
Eiler Communications
734-761-3399
Jessica@EilerPR.com

CFI GROUP ANNOUNCES THE APPOINTMENT OF THREE NEW EMPLOYEES

FOR IMMEDIATE RELEASE – ANN ARBOR, MI – June 22, 2004 – Ann Arbor-based CFI Group, an international consulting firm, announced today the appointment of three new employees to meet the growing needs of the firm.

“As CFI Group grows and expands its client roster, it needs qualified people to deliver first-class client service, and CFI believes it has found them in Heather Reed, Maureen Shannon and Jennifer Bechtol,” said Clayton Wilhite, managing partner.

Heather J. Reed has been hired by CFI Group as a client consultant. She will help manage customer and employee satisfaction survey initiatives with CFI’s government partners, including the Federal Supply Service of the General Services Administration (GSA) and the Health Resources and Services Administration (HRSA). Reed was formerly eGovernment business manager at Ann Arbor-based Michigan Local Interactive, Inc. An Ann Arbor resident, she holds a Bachelor of Arts degree and an MBA from the University of Michigan.

Maureen Shannon joined CFI Group as an associate data consultant. She will work with the CFI Production System to analyze data and adapt it to client presentation language. An Ann Arbor resident, Shannon holds a Bachelor of Arts degree from Purdue University.

Jennifer Bechtol has been hired as an administrative assistant. Her responsibilities include administrative support to the consulting group. Bechtol previously worked at

Washtenaw Mortgage Company. She resides in Tecumseh and holds a Bachelor of Science degree from Central Michigan University.

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 experiences to operational metrics and financial outcomes. The results are more effective executive decisions about strategic and tactical action plans as well as 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.cfigroup.com.

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