

For Immediate Release

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viaPeople Offers “Test Drive” Incentive for Senior Executives to Participate in 360-Degree Feedback Evaluations

PRINCETON, NJ – December 10, 2004 – viaPeople, Inc., a leading human asset management software and consulting services company, announced today that they will offer their 360-Degree Feedback software tool at no charge to the senior executives of companies that have an active interest in Leadership Development. Effective today, viaPeople will waive its per participant rate and only charge their standard set-up fee. This offer will be available through March 31, 2005.

"We recognize that Leadership Development needs to be driven from the top," says Jim Perry, viaPeople's Chief Executive Officer. "We are so confident in our industry-leading 360-Degree Evaluation software that we are willing to waive the per participant fee for up to 20 Senior Executives who are interested in using this important developmental tool," adds Perry.

"There are endless articles being written about the importance of Talent Management and retention," he notes. "One of the best ways to retain and develop talent is through credible and balanced feedback. viaPeople wants to provide an incentive to Senior Executives to take this important step and send a clear message throughout their organizations that feedback and continuous development is critical to success," says Perry.

"Our primary goal was to select a vendor that could work closely with Meridian Health to tailor its offerings to our culture, size and complexity," says John Sindoni, Senior Vice President of Human Resources for Meridian Health, "viaPeople's software exceeded our expectations and enabled us to outsource this important Leadership Development initiative to a single company. They managed the project from software setup to execution and also provided the critically important one-on-one feedback sessions with our executive team" adds Sindoni.

The viaPeople difference:

- Software designed by Industrial/Organizational Psychologists to ensure "best practices" in Leadership Development,
- Unique features that ensure accuracy and anonymity of responses,
- Customized reports that pinpoint leadership strengths / areas for development, and identify gaps in perception, and
- Return on Investment (ROI) analyses to ensure that Leadership Development initiatives drive bottom-line results

"One of the unique ways in which we use our 360 feedback data is to statistically correlate the leaders' 360 feedback results with other operating metrics to understand which skills/behaviors specifically drive bottom-line results," says Karen Caruso, Ph.D., viaPeople's Managing Director of Consulting Services. "Our 360-Degree Feedback software has advanced features that are critical to data integrity and anonymity and these features allow us to conduct sophisticated analyses on the results."

"Our individual feedback report has been designed to enable the participant to easily interpret the feedback they receive from their constituents and determine their strengths and development needs," adds Caruso. "Many of our clients include customers and even board members in the feedback process to ensure the executives understand the impact that they are having on these important relationships", says Caruso.

About viaPeople:

viaPeople is a human asset management software and consulting services company. They enable companies to identify their top performing employees, profile the behaviors that make those people successful and then reshape their existing workforce to significantly improve overall performance. Using the science of Industrial/Organizational Psychology and advanced performance analysis software, viaPeople is able to correlate individual performance to a company's financial performance and calculate return on human capital investment. viaPeople offers the time savings and cost efficiency of online implementation, the flexibility to customize to a client's specific needs, and the domain knowledge to help clients measure and improve the return on their investment in human capital. viaPeople's proprietary software is web-based, scalable, flexible and secure. Visit viaPeople, Inc. at <http://www.viapeople.com>.

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