



For Immediate Release

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Ratner Companies Selects viaPeople's Technology Platform for its Annual Leadership Assessment and Internal Client Surveys

Princeton, NJ – June 25, 2007 - viaPeople, Inc., a leading human asset management software and consulting services company, announces today that Ratner Companies has successfully completed its annual leadership assessment and internal client survey process. Over 16,000 assessments were completed within a two week timeframe to provide complete feedback to the company's 1,800 leaders.

"Ratner Companies will use the results of this company-wide Leadership Assessment to further refine levels of service and leadership excellence, to develop strategies for focused training and development, and to identify candidates for incentive awards," says Karen Caruso, Ph.D., Managing Director of Consulting Services at viaPeople. "Ratner Companies selected viaPeople because we are able to seamlessly integrate the leadership assessment process and the assessment of internal client service into one, easy to use platform. The user-friendly survey tool, provided in both English and Spanish for Ratner Companies, allowed its employees in over 1,000 salons to participate in this critical leadership feedback process," says Caruso.

"We searched the marketplace and selected viaPeople because we wanted an experienced technology and consulting firm that possesses the expertise to advise us on how we can make our program a success while providing exceptional service," says Shirley Gould, Measurement Services Leader at Ratner Companies. "viaPeople has done an excellent job of providing a seamless and easy to use solution that resulted in very little administrative work for Ratner Companies. This assessment process is very important to the development of our leaders and supports our mission of being the 'People Company' of the beauty industry," says Gould.

Each of the 1,800 leaders will receive a targeted individual feedback report that will provide them with valuable insight into their leadership effectiveness. In addition, the organizational assessment will provide comparative data for each of the 41 departments and functions so they can determine how to continually increase their level of service to others throughout the organization.

The next phase of this project will include statistically linking the leadership assessment with the internal client survey data to determine which leadership behaviors “drive” exceptional customer service. This example of behavioral **Workforce Analytics** will allow Ratner Companies to identify profiles of top performing leaders and recruit/train more leaders in the organization so they can excel in the behaviors that drive internal customer satisfaction.

About viaPeople, Inc.:

viaPeople, Inc. is a Human Resources software and consulting services company that specializes in Performance Management, Succession Planning and Leadership and Organizational Assessments. 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>.

About Ratner Companies:

The largest privately-held chain of salons in the country, Ratner Companies operates Hair Cuttery (company-owned and franchised), BUBBLES, Salon Cielo and Spa, ColorWorks, and Salon Plaza. With nearly 1,000 salons, Ratner Companies supports more than 12,000 Stylists across 19 states. Visit Ratner companies at <http://www.ratnerco.com>