



PRESS RELEASE

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eePulse Offers New Corporate Benchmarking, Internal and External Trendmarking™

ANN ARBOR, Mich. – April 15, 2002 – eePulse Inc., www.eepulse.com, a technology and management research company, announced today that their Measurecom™ solution now provides weekly, benchmark trend data (Trendmarking™) for both internal and external customer metrics. Trendmarking provides real-time, people data to successfully monitor the progress of important changes within an organization.

eePulse Trendmarking users can:

1. Track data from people in multiple company groups (departments, locations, etc.)
2. Assess how employees and customers are energized working for, or doing business with, their organization in addition to trending other data (satisfaction levels, performance, etc.)
3. Obtain benchmark data by industry, occupation, rate of growth, stage in life cycle, and more.

Trendmarking enables business leaders to compare real-time trends against groups within, or outside of, their own company on a weekly, bi-weekly, or monthly basis. Trendmarking is an alternative, or supplement, to using “old”, industry-level, benchmark data that is collected one-time and often outdated.

“We know that the ‘WITHIN PERSON CHANGE (WPC)™’ score assesses productivity and predicts organizational outcomes,” states Theresa Welbourne, Ph.D., eePulse founder and CEO. “It’s important to take frequent measurements to track fluctuating employee and customer data. Measurecom provides accurate and fast, trendmark data that can be used as initial assessments or annual surveys.”

Unlike traditional benchmarking that provides data on a yearly basis, Measurecom’s Trendmarking solution offers current information and quick access to HTML reports via the Internet. Users can monitor and compare a number of different metrics, including energy levels, within, and outside of, an organization. Measurecom users can deliver real-time responses and immediate action to successfully manage both internal and external customer relationships.

About eePulse, Inc.

eePulse, Inc., a technology and management research company, helps business leaders maximize performance by improving decision-making. It enables real-time responses to critical, internal and external customer needs, and optimally energizes and engages employees, customers, investors, and stakeholders who are critical to an organization’s performance. eePulse’s application service provider (ASP) software, Measurecom™ (measurement + communication), powers the eePulse solution. Measurecom is a Web-based relationship management tool based on over 16 years of experience and research by Theresa M. Welbourne, Ph.D. Measurecom tracks WITHIN PERSON CHANGE™ over time and predicts employee performance and productivity, or “pulse” levels, on a weekly, bi-weekly or monthly basis. eePulse, Inc. provides personalized Trendmarking™ reports, comment data, and a real-time, two-way, feedback process at both a group and individual level. Headquartered in Ann Arbor, MI, please visit www.eepulse.com or call 734-996-2321 for more information.

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