

Press release

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For immediate release

For further information, please contact:

Effectiveness Institute contact:

Sharon Andrade 425-641-7620, ext 30, Sharon@effectivenessinstitute.com

Washington CEO contact:

Paul Bucalo: 206.388.0856, pbucalo@washingtonceo.com

Joyce Halldorson: 206.388.0827, jhalldorson@washingtonceo.com



Washington CEO Magazine Names Effectiveness Institute as One of the 2008 Best Companies to Work For

SEATTLE - The Effectiveness Institute has been named one of Washington's Best 100 Companies to Work For by *Washington CEO Magazine*.

The Effectiveness Institute was selected from among more than 400 companies nominated for consideration. The overall rankings will appear in the magazine's July issue in four categories – large, medium, small and non-profit/government.

"The companies included in the list have demonstrated that they value their employees and their contributions to overall success," said Bob Ritter, publisher and chief executive officer of the magazine. "Our evaluation is extensive. It includes surveys of both employees and management with the top winners selected by a distinguished group of human resource professionals."

Tom Champoux, President and Co-Founder of the Effectiveness Institute, views the award as a true honor. "It demonstrates that we - as an organizational and leadership development training and consulting firm - are truly living our work and our values."

The Effectiveness Institute team will join many of the other top 100 companies to be honored on June 19, 2008, with dinner, music and a celebration of success. The event will be held at the Washington State Convention and Trade Center. The top three companies in each category will receive special recognition.

Ipsos Research tabulated all surveys and supplied analysis. Those results were then reviewed by an independent team of judges who determined the final ranking. Judges included: Isabella McPeak, Action Coach; Al Lopus, Best Christian Workplaces Institute; Lee Smith, CoachWorks International, Inc.; Christina Hemmen, Deloitte; Sally Wineman, Gallagher Reppond;

Scott Ofstead, Kibble & Prentice; Tamera Wachter, Robert Half International; Phil Newbold, RSM McGladrey; and Paula Macias, Sabey Corporation.

Washington CEO Magazine is the state's leading business monthly magazine, covering business, industry and public policy issues that impact the state's economy. It provides "Essential Perspectives for Northwest Decision Makers" in print and online at www.washingtonceo.com

The Effectiveness Institute is a leadership development and training firm that partners with organizations across the globe to build engaged, high performing teams and workforces that achieve superior, sustainable business results. It is one of only a few Washington based firms offering public workshops on topics of People Skills, Communication, Management and Coaching, Conflict, Leadership and Influence.

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