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ACCELERATING BUSINESS PERFORMANCE™

For Immediate Release

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ADI Acquires Abernathy & Associates, Leader in Pay-For-Performance Consulting

Deal Positions ADI as Global Leader in Behavior-based Management Strategies

Atlanta, GA (July 21, 2005): In a sign of continued growth, behavior-based management consulting leader Aubrey Daniels International announced today it has acquired Abernathy & Associates, a nationally recognized firm specializing in performance measurement and performance pay systems.

Aubrey Daniels International helps the world's leading organizations employ the laws of human behavior to re-energize the workplace, and achieve and sustain consistently high levels of performance—building profitable habits within their organizations. Established in 1978, the firm was founded by Dr. Aubrey C. Daniels, the world's foremost authority on applying the principles of behavioral science in the workplace.

Based in Memphis, Tennessee, Abernathy & Associates was founded in 1981 by Dr. Bill Abernathy, a leading expert in performance-based incentive pay. Designed using the principles of behavior analysis, the Abernathy Performance System has been implemented by hundreds of organizations, including Chevron, Prudential Insurance, and Commerce Bank, with clients consistently reporting more than 30% improvements in employee performance in the first year alone.

According to Daniels, the acquisition will expand ADI's capabilities and enable the firm to help clients meet long-term objectives by developing compensation and appraisal systems that reward the best employees and motivate under-performers to improve.

“Traditional pay systems are outdated and ineffective at improving performance, especially in today's global, knowledge-based economy,” said Daniels. Debates from Wall Street to Capitol Hill have refocused attention on the value of linking pay to performance, he noted.

“Bill Abernathy has played a pioneering role in helping American business recognize the tremendous benefits of performance-based pay. Bringing Abernathy & Associates into the Aubrey Daniels International fold demonstrates our commitment to providing a comprehensive range of services that work in tandem to continually reinforce work behaviors vital to our clients' long-term success.”

Abernathy adds, “By joining forces with Aubrey Daniels International, we can offer our clients a more effective way to build in performance management systems that positively drive the behavior changes necessary for lasting business impact.”

ABOUT ADI

Founded in 1978, and headquartered in Atlanta, GA, Aubrey Daniels International (ADI) works with such diverse clients as Aflac, Duke Energy, Lafarge, Malt-O-Meal, M&T Bank, Medco, NASA, Roche Labs, Sears, and Tecnatom to systematically accelerate discretionary effort—where people consistently *choose* to do more than the minimum required. Whether at an individual, departmental or organizational level, ADI provides the tools and methodologies to help move people towards positive, results-driven accomplishments.