

Combining Personality Type with Core Higher-Learning Skills Produces Curriculum Personalized for Individual Students

MOUNTAIN VIEW, Calif., February 16, 2012—CPP, Inc. (CPP.com), an industry leader in research, training, and organizational development tools including the Myers-Briggs Type Indicator® (MBTI®) assessment, and Cengage Learning, a leading global provider of print and digital teaching, learning and research solutions, today announced a partnership that will enable college faculty to link insights from the Myers-Briggs® personality assessment with the content of all textbooks in Cengage Learning's extensive College Success collection. With this exclusive package, professors will now be able to tailor their curricula to directly address common student success disconnects on the specific topics of time management, communication, learning styles, and study skills. In addition to a better learning experience, by gaining a sense of self through the MBTI assessment, students will realize deeper clarity surrounding their individual strengths and career paths.

Cengage Learning, the leader in the College Success market, provides extensive print and digital resources to help students develop the skills and strategies they need to achieve success in college and in life. Topics include time management, memory enhancement, note taking, test taking, money management, and career planning. By integrating students' innate preferences, indicated by their four-letter Myers-Briggs personality type, with academic texts, educators can help students extract the full value of Cengage Learning's market-leading programs including Dave Ellis' *Becoming a Master Student*, Skip Downing's *On Course* and Constance Staley's *FOCUS on College Success*.

"Our relationship with CPP further illustrates our commitment to providing full solutions which create a more personalized learning experience for our customers," said Manuel Guzman, Executive Vice President, Learning & Research Solutions and International, Cengage Learning. "By equipping instructors with insight from the MBTI assessment, they are able to adjust their teaching methods and course materials to match students' individual areas of strength – ultimately leading to greater classroom success."

Students will have quick, easy access to the Myers-Briggs assessment through CPP's online version, MBTI@Complete. Using MBTI@Complete, students take the assessment at their own pace, in the process learning about personality type via an interactive learning session and verifying their results. Freed from having to spend valuable class time interpreting assessment results, faculty can incorporate Myers-Briggs insight into their instruction with the very first class.

"For decades now, CPP has been helping college students find career paths that optimize their natural preferences and strengths," said Jeff Hayes, President and CEO, CPP, Inc. "With its commitment to individualizing its offerings so that students get the most out of their education, Cengage Learning is a natural partner for CPP."

CPP will provide training for instructors at Cengage Learning's TeamUp Conferences, demonstrating how to incorporate Myers-Briggs learning into the College Success classroom.

About CPP, Inc.

Since its founding in 1956 CPP, Inc., has been a leading publisher and provider of innovative products and services for individual and organizational development, supplying reliable training solutions to businesses of all sizes, including the Fortune 500. The company's hundreds of offerings have been used by millions of individuals in more than 100 countries, in more than 20 languages, to help people and organizations grow and develop by improving performance and increasing understanding. Among CPP's

world-renowned brands and services are the Myers-Briggs Type Indicator®, Strong Interest Inventory®, Thomas-Kilmann Conflict Mode Instrument (TKI), FIRO®, CPI 260®, and California Psychological Inventory™ (CPI™) assessments, and CPP Professional Services. For more information on CPP, visit www.cpp.com.

About Cengage Learning

Cengage Learning is a leading provider of innovative teaching, learning and research solutions for the academic, professional and library markets worldwide. The company's products and services are designed to foster academic excellence and professional development, increase student engagement, improve learning outcomes and deliver authoritative information to people whenever and wherever they need it. Through the company's unique position within both the library and academic markets, Cengage Learning is providing integrated learning solutions that bridge from the library to the classroom. Cengage Learning's brands include Brooks/Cole, Course Technology, Delmar, Gale, Heinle, South-Western and Wadsworth, among others. Cengage Learning is headquartered in Stamford, CT. For more information on Cengage Learning please visit www.cengage.com.