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FOR IMMEDIATE RELEASE

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Cognetics' Practice Leader Named to Wharton Faculty

Princeton Junction, NJ – September 6, 2003 – Anne Pauker-Kreitzberg, President, Alignment Advantage has been appointed as a faculty member to the University of Pennsylvania, Wharton School of Management.

Beginning with the fall term, Anne will be teaching a required course on Human Resource Management for professionals working toward a Certificate in Management from the Wharton School. Anne's strong background as an executive in both the public and private sectors, as well as in a successful consulting practice, means she can bring a wealth of practical insights as well as theory to her students.

The consulting firm Anne founded in 1995 merged with Cognetics Corporation in 2002, resulting in the expansion of Cognetics management advisory services. Cognetics' focus is aligning business, technology and people. The company, founded by Dr. Charles Kreitzberg in 1982, is a leader in the field of computer-human interaction.

Anne Pauker-Kreitzberg is President, Alignment Advantage. She leads the company's business-technology alignment practice and is also a frequent speaker and author on organizational effectiveness.

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