

For Immediate Release

April 12, 2004

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Meridian Health Chooses viaPeople, Inc. for Its Senior Executive Leadership Development Initiative

PRINCETON, NJ –April 12, 2004 – viaPeople, Inc., leading human asset management software and consulting services company, announced today that they've been selected by Meridian Health to complete a 360 degree evaluation of its 31-member senior executive team.

Meridian Health, an integrated not-for-profit health care system located in Monmouth and Ocean counties, selected viaPeople based upon the easy-to-use, industry-leading 360 Evaluation Software product that contains numerous advanced features and is fully supported by experts in the field of Industrial Organizational Psychology.

"Our primary goal was to select a vendor that could work closely with Meridian to tailor its offerings to our culture, size and complexity," says John E. Sindoni, SPHR, senior vice president of Human Resources for Meridian. "viaPeople's software exceeded our expectations and enabled us to outsource this important leadership development initiative to a single company. They managed the project from software setup to execution and also provided the critically important one-on-one feedback sessions with our executive team," adds Sindoni.

"Today, health care organizations are faced with intense competition, and in a service-based industry, the employee is the most important revenue-generating asset," says Jim Perry, president and CEO of viaPeople, Inc. "Meridian has launched an initiative to focus on leadership development that will permeate the organization with a focus on talent management," adds Perry.

viaPeople will process approximately 7,500 paper performance evaluations for Meridian and will transition the health system from a paper-based performance evaluation process to an on-line process that will integrate 360-degree feedback for all managers. "It's reassuring to find one vendor that offers so many integrated services and software products to meet all of our performance evaluation requirements," adds Sindoni.

About viaPeople:

viaPeople is a human asset management software and consulting services company. They enable companies to identify their top performing employees, profile the behaviors that make those people successful and then reshape their existing workforce to significantly improve overall performance. Using the science of Industrial Organizational Psychology

and advanced performance analysis software, viaPeople is able to correlate individual performance to a company's financial performance and calculate return on human capital investment. viaPeople offers the time savings and cost efficiency of online implementation, the flexibility to customize to a client's specific needs, and the domain knowledge to help clients measure and improve the return on their investment in human capital. viaPeople's proprietary software is web-based, scalable, flexible and secure. Visit viaPeople, Inc. at <http://www.viapeople.com>

About Meridian Health:

Meridian Health is an integrated not-for-profit health care system that includes: Jersey Shore University Medical Center in Neptune, NJ, Ocean Medical Center in Brick, NJ, and Riverview Medical Center in Red Bank, NJ and numerous partner companies that include home care agencies, long-term and assisted living communities, ambulatory care, ambulance services, and occupational health located throughout Monmouth and Ocean counties. Meridian Health's centers of excellence include cardiac care and surgery, orthopedics and rehabilitation, cancer care, and women and children's health. Meridian Health is the regional provider of trauma services and cardiac surgery, which has been ranked as the top program in New Jersey.

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