

FOR IMMEDIATE RELEASE

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PathPoint Consulting selected to provide coaching services for Harrah's, The Pepsi Bottling Group, James Hardie, Pepsi Americas, and The University of Massachusetts Medical School

NORFOLK, Massachusetts – (February 15, 2006) – PathPoint Consulting, an organizational development and human resources consulting firm, today announced that five companies – Harrah's, The Pepsi Bottling Group, James Hardie, Pepsi Americas, and The University of Massachusetts Medical School - have selected PathPoint to provide executive coaching to senior level executives and high-potential emerging leaders. In this assignment, PathPoint will be collecting qualitative and quantitative behavioral feedback from the executive's managers, peers, and direct reports. Each executive will receive feedback about their leadership style and will work with PathPoint to build a business-focused development plan to enhance their performance and leadership effectiveness. "We look forward to expanding our executive coaching services to these leading companies," says Van Latham, Ph.D., Practice Leader at PathPoint. "Our knowledge of executive development systems, our training as psychologists, and our experience as HR professionals helps us assist executives in optimizing their performance.

About Harrah's

Founded in 1937, Las Vegas-based Harrah's Entertainment, Inc. is the world's premier provider of branded casino entertainment. Harrah's Entertainment owns or manages through various subsidiaries more than 40 casinos in three countries. For additional information, visit www.harrahs.com.

About The Pepsi Bottling Group

The Pepsi Bottling Group, Inc. is the world's largest manufacturer, seller and distributor of carbonated and non-carbonated Pepsi-Cola beverages. PBG manufactures, sells and distributes Pepsi-Cola beverages in all or a portion of 43 states, the District of Columbia, eight Canadian provinces, Spain, Greece, Russia, Turkey and Mexico. For more information, visit www.pbg.com.

About James Hardie

James Hardie is the world leader in fiber cement siding, backerboard and pipe. The company is a leader in the manufacturing and development of technologies, materials, and manufacturing processes of durable building materials. For additional information, visit www.jameshardie.com.

About Pepsi Americas

PepsiAmericas, Inc., with \$3.78 billion in revenue, is the second largest Pepsi-Colar anchor bottler with operations in nine countries around the globe. For additional information, visit www.pepsiamericas.com.

About the University of Massachusetts Medical School

The University of Massachusetts Medical School is one of the country's fastest growing medical schools, attracting more than \$174 million in research funding annually. The school is a perennial top finisher in the annual US News & World Report ranking of primary care medical schools. For more information, visit www.umassmed.edu.

About PathPoint Consulting Incorporated

PathPoint Consulting is a human resources firm specializing in the custom design of leadership and organizational development products, interventions, and solutions. PathPoint works with clients to deliver high-affinity people solutions that positively impact business performance. Our strength is in linking business and human resources strategy and in the delivery of quality human resources programs. For additional information, including representative work, client portfolio, customer feedback, and biographical sketches, visit www.pathpointconsulting.com.

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