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Contact: Van M. Latham, Ph.D.
PathPoint Consulting Incorporated
508.435.4799

PathPoint Consulting to Conduct Senior IT Team Culture Assessment and Facilitate Global IT Leadership Meeting for Coors

HOPKINTON, Massachusetts – (February 26, 2003) – PathPoint Consulting, an organizational development and human resources consulting firm, announced that Coors has selected PathPoint Consulting to conduct a team effectiveness audit of the Global IT leadership team and facilitate a team building and action planning off-site session for the newly integrated team.

In this assignment, PathPoint will conduct an audit of the effectiveness of the integration between the senior IT teams of Coors Brewing Company and Coors Brewers Limited and develop an action plan.

“Culture is one of the most critical factors in ensuring a successful merger,” says Van Latham, Ph.D., Practice Leader at PathPoint. “We applaud the CBC and CBL teams for their proactive attention to the management of the new, integrated culture.”

About Coors

Adolph Coors Company, founded in 1873, is ranked among the 500 largest publicly traded corporations in the United States. Their principal subsidiary is Coors Brewing Company, the nation's third-largest brewer. The company also owns the second-largest brewer in the United Kingdom, Coors Brewers Limited. Their portfolio of products includes Coors Light - the fourth-largest-selling beer in the country - Coors Original and nearly a dozen other malt-based beverages, primarily premium and super-premium beers. For additional information, please visit www.coors.com.

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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PathPoint Consulting Incorporated
88 Elm Street, Suite A, Hopkinton, MA 01748
508.435.4799 (phone) 508.435.6594 (fax)
www.pathpointconsulting.com
info@pathpointconsulting.com
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