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PathPoint Consulting to Develop Second Generation 360-Degree Survey for The Boston Beer Company

HOPKINTON, Massachusetts – (August 21, 2002) – PathPoint Consulting, an organizational development and human resources consulting firm, today announced that The Boston Beer Company has selected PathPoint to assist in the redesign the company’s in-house, customized 360° multi-rater feedback survey, titled Beermarks™.

For this assignment, PathPoint will identify enhancements to Boston Beer’s current survey and partner with the Human Resources leadership team and third party provider to deliver a 24/7/365 web-enabled solution with survey feedback reports.

“We are pleased to continue working with PathPoint on our human resources initiatives,” says Kim McCauley, Director of Human Resources. “PathPoint’s success in delivering HR solutions in our unique culture and environment make them the right choice for this project.”

“We look forward to continuing our relationship with Boston Beer and helping to enhance their Beermarks™ tool”, says Van Latham, Ph.D., Practice Leader at PathPoint. “We enjoy working with Boston Beer because of their outstanding culture and commitment to people development. We look forward to delivering the next evolution of their 360-degree feedback program.”

About Boston Beer

The Boston Beer Company is the undisputed leader among craft brewers. The company’s flagship brand, Samuel Adams Boston Lager, continues to win top awards from prestigious competitions around the world. The company has been selected as “One of the Best Places to Work” by Boston magazine and is known for its unique culture and work environment.

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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