PERSONNEL DECISIONS INTERNATIONAL

REAL LEADERSHIP ADVANTAGE™

FOR IMMEDIATE RELEASE

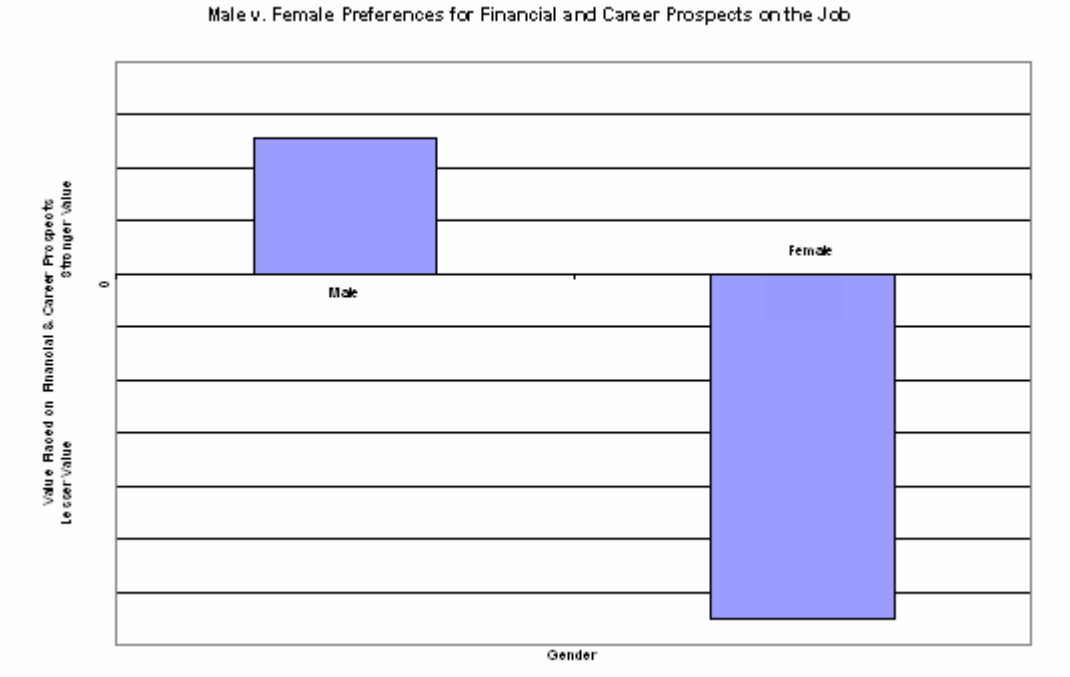
Contact: Jen Jorgensen
952/346-6367
jjorgensen@webershandwick.com

DATA SHOWS DISTINCT GENDER DIFFERENCES IN CAREER PRIORITIES

Personnel Decisions International's Pulse on Leaders Data Finds Men Choose "Career Prospects" and Women "Personal Fulfillment and a Sense of Contribution"

MINNEAPOLIS (Nov. 1, 2006) – Personnel Decisions International (PDI) today revealed the inaugural finding of its newly-introduced *PDI Pulse on Leaders* data by addressing a perennial question: who is more driven by financial and career prospects in corporate America – women or men? The answer is men, according to data gathered during the last three years.

"The *PDI Pulse on Leaders* mines the results of nearly 1,500 questionnaires we've gathered from leaders across the country," explains said Cynthia Marsh, president and chief operating officer of PDI. "We surveyed employees from a cross section of industries at all levels of the leadership pipeline – from front-line leaders through C-level executives. We asked them to rank the personal importance of workplace attributes such as challenging work content, sense of accomplishment, compensation, creativity and advancement. According to the data, regardless of leadership level, males were almost 20 percent more likely than their female colleagues to place greater importance on 'financial and career prospects' – a term coupling the rankings they assigned to having advancement opportunities and the chance to earn high compensation."



The findings also show that women are nearly 20 percent more likely than men to place high importance on being recognized at work and gaining a reputation for expertise.

U.S. Census Bureau data indicate that women are surpassing men in educational attainment. They also are edging further into the business world than they once did. However, these demographic swings do not mean that attitudinal change has followed suit.

"The findings do not imply that women don't care about career advancement. It's just not first on their list," said Marsh. "What we find in our coaching practice at PDI is that women often believe that if they make significant contributions and develop deep expertise, raises and promotions will follow without having to ask. Organizations need to understand this tendency when analyzing their talent pool and making key decisions."

MEDIA NOTE
Look for future data releases from the *PDI Pulse on Leaders*.

Marsh explains that the *PDI Pulse on Leaders*, which will analyze a different question on a regular basis, will be a fascinating source for gaining insight on the inner values of management employees across industry, age and educational background, leadership levels and cultures. "We've just begun to look at the different findings that this rich data source may indicate," says Marsh. "For example, we think we'll be able to make statements about the relative value of attributes such as work-life balance, service to the community, recognition, and work style among others. We're very excited to see what this unique PDI data will reveal."

About PDI (Personnel Decisions International)
Personnel Decisions International (PDI) is a global human resources consulting firm with distinctive expertise in building leadership talent that provides real competitive advantage. With more than 725 team members in 28 offices around the globe, we partner with the world's leading organizations, enabling them to make consistently effective decisions about leaders.

Using field-tested strategies, systems, and tools that are unique in the industry — we help clients identify, develop, and deploy superior leaders. Our aim is simple — the well placed confidence that your current and future leaders are distinctively stronger than the competition, resulting in sustained, superior performance.

For more information, contact PDI client relations at 800.633.4410 or visit PDI's Web site at www.personneldecisions.com