

Press Release

Thomas International helps Ben & Jerry's Fight Against Global Warming



August 1, 2002 (Marlow) – Thomas International, a leading provider of on-demand behavioral personality assessments announced today that ice cream makers Ben & Jerry's will use Thomas' prosperity behavioral assessment instrument, the Personal Profile Analysis, to help the fight against Global Warming.

Thomas International is proud to assist Ben and Jerry's in identifying what it takes to be a campaigner for climate change and help 'Lick' Global Warming. Ben and Jerry's will be using Thomas International's on-demand behavioral assessments to find Climate Change Ambassadors from the UK and Netherlands. The Ambassadors' mission will be to raise awareness about climate change and the polar ice caps.

The initiative involves Ben and Jerry's finding six candidates, aged between 18 and 25, to be trained at their Climate Change College before graduating to become Ambassadors. Thomas International's on-demand personality test assessed the short listed candidates to help identify the final six.

Philippa Marshall, Brand Manager at Ben and Jerry's comments, "we wanted to be able to identify self-starters who would not just see this as a travel opportunity but as a chance to really make a difference and bring a new level of creativity to climate change campaigning. As campaigners they needed to be good communicators, influencers and persuaders. Some of this information we could see from their backgrounds but characteristics like self starting ability was harder to demonstrate. Thomas' web-based assessment tools really helped us to understand the strengths and weaknesses of candidates in a very short space of time. It also helped us to see the true potential of the candidates despite their lack of experience or polish."

"Thomas International's assessment tools were so easy to use – because they are all on-demand and web-based we could simply email the assessment to entrants in either Dutch or English and I liked the fact we were able to give feedback to those who were selected as well as to those who weren't."

Philippa Marshall
Brand Manager
Ben and Jerry's

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Marshall goes on to say, "Thomas International's assessment tools were so easy to use – because they are all on-demand and web-based we could simply email the assessment to entrants in either Dutch or English and I liked the fact we were able to give feedback to those who were selected as well as to those who weren't."

The competition was open to United States residents ages 18 and over. In 250 words or less, candidates explained what they have done for the environment and why they would be the best person to represent Ben & Jerry's and SaveOurEnvironment.org on tour with Dave Matthews Band. Candidates were judged on their knowledge of the environment, communication skills, dedication, resourcefulness and willingness to learn.

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About Thomas International

Thomas International is a global leader in the provision of on-demand behavioral assessments and reporting used to recruit, develop and retain top talent. Thomas International's DISC-based behavioral assessments are delivered software-as-a-service (SaaS) and are designed to meet the unique requirements of small, mid-sized and enterprise level companies in every industry.

For over 25 years Thomas International has enabled its clients to more effectively manage their human capital and with a presence in 60 countries and availability in over 56 languages, Thomas International is one of only a few truly global on-demand human resources solution providers focused on behavioral assessment. More than a million Thomas International software-as-a-service (SaaS) delivered assessments are completed each year. www.thomasinternational.net

About Ben & Jerry's

Ben & Jerry's, a wholly-owned autonomous subsidiary of Unilever, operates its business on a three-part mission statement emphasizing product quality, economic reward and a commitment to the community. Ben & Jerry's contributes a minimum of \$1.1 million annually through corporate philanthropy that is primarily employee led. Contributions made via the Ben & Jerry's Foundation in 2001 totaled over \$1.4 million. Additionally, the company makes significant product donations to community groups and nonprofits both in Vermont and across the nation. The purpose of Ben & Jerry's philanthropy is to support the founding values of the company: economic and social justice, environmental restoration and peace through understanding, and to support our Vermont communities. For the full scoop on all Ben & Jerry's fabulous flavors, visit www.benjerry.com.

The Ben & Jerry's "Lick Global Warming Campaign" is a campaigning initiative to affect local, national and global change, led by the company itself with its commitment to reducing the company's energy consumption and striving toward technological advances to reduce greenhouse gas emissions.

For further information or interview opportunities please contact:

Kate Kerridge
International Marketing Director
Thomas International
Tel: 01628 475 366
Email: katek@thomas.co.uk