



August 16, 2010

News Release

Expert Staffing, Inc. Wins American Staffing Association National Communications Award

Expert Staffing, Inc., headquartered in Houston, Texas won the Direct Mail Marketing Campaign Award in the 2010 American Staffing Association Staffing VOICE Awards competition. This national annual awards program recognizes the best ASA member communications campaigns in 16 categories, from direct mail to public service.

We are very proud of this award as it represents our commitment to "Putting Texas to Work," said Dennis James, President of Expert Staffing. Rebecca Davis and Lisa Pifer of Expert Staffing worked with Haley Marketing's Bradley Smith to create the 10 month direct mail campaign to promote Expert Staffing's commitment to put talented Texans to work for great companies.

The ASA Staffing VOICE Awards competition recognizes the voice, originality, innovation, creativity, and effectiveness—or VOICE—of ASA member communications campaigns. A panel of communications experts judges the entries in two award classes, for independent and national staffing firms, on general appeal and overall quality, content and message, originality of approach, target audience, and objectives.

The 2010 ASA Staffing VOICE Awards competition was sponsored by CareerBuilder, an ASA corporate partner providing customized products and services to help staffing firms increase their exposure among candidates and potential clients.

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About Expert Staffing, Inc.

Texas Owned and Texas Proud! Since our founding in 2006, Expert Staffing and our companion company FiStaff (founded in 1992), has been committed to helping Texas employers find the people they need, when they need them. Our philosophy is to provide a personalized approach to meet the needs of our Clients and Candidates!

Visit our website at www.ExpertStaffing.com.

About the American Staffing Association

The American Staffing Association promotes legal, ethical, and professional practices for the \$61 billion U.S. staffing industry. ASA members account for 85% of U.S. staffing industry sales and operate some 14,000 offices throughout the nation. Two million Americans go to work for U.S. staffing companies every business day.

Founded to promote flexible employment opportunities and ensure the quality of staffing services, ASA has been the voice of the U.S. staffing industry since 1966. Members provide a wide range of employment services and solutions, including temporary and contract staffing, recruiting and permanent placement, outplacement and outsourcing, training, and human resource consulting. ASA and its affiliated chapters promote the interests of the industry through legal and legislative advocacy, public relations, education, and the establishment of high standards of ethical conduct

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