

PRESS RELEASE

MEE DERBY WEB SITE WINS ASA AWARD OF EXCELLENCE

National Competition Honors 24 Staffing Companies

Cabin John, Maryland - November 24, 2003 - The American Staffing Association honors Mee Derby & Company for communications excellence in this year's Staffing Industry Communication Award Competition. Mee Derby's new web site (www.MeeDerby.com) wins the Award of Excellence for company web sites in the industry supplier class. ASA Chairwoman, Kathy Rogers, presented the award to Mee Derby President, Robin Mee, at Staffing World 2003 in Las Vegas on October 29.

According to Ms. Mee, the objective of the new site is to "further establish Mee Derby as a leading national search firm for the staffing industry with an accessible, interactive web site where candidates can view all openings and apply online. The site must be simple and professional."

The award recognizes the originality, creativity and vision of advertising, public relations and publications in the staffing industry. Entries were judged on general appeal and overall quality, content and message, and originality of approach. Awards were given in 15 categories. The five winners in the Company Web Site category are: AMN Healthcare, the Mahone Group, Mee Derby & Company, ProCore Solutions, and RemedyTemp Inc.

Chicago Internet created the award-winning web site under the art direction of Russ Unger and oversight of principal Mike Biersma. The firm has designed and developed over 400 web and print projects since 1997 and is a leader in custom sites for staffing companies.

Derick Moore directed the project, developed the architecture for the site, wrote the content, and supervised the creative process. He describes the site as "a content rich, visually friendly, contemporary presentation of an executive search firm." Mee Derby upgraded its staffing software to BullhornSTAFFING in May 2003 and committed to recreating its web site as soon as possible. The new site was launched on July 23, 2003.

About Mee Derby

Mee Derby is an established, national search firm headquartered in Maryland, specializing in placing professionals in Staffing, Professional Services, and Human Capital Management. Founded in 1988, the firm is highly regarded for helping people and companies grow. According to the 2003 Staffing Industry Supplier Directory, Mee Derby is one of the oldest and largest "Recruiters for the Staffing Industry."

Mee Derby offers contingency, partially retained, and retained search for permanent openings and fills contract positions for select clients. For more information, please contact Eliza Deang at 301-263-2663.

-----Original Message-----

First-Class Campaigns

For their winning entries in this year's Staffing Industry Communications Awards competition, 23 companies were recognized at Staffing World 2003 in Las Vegas. The winning entries were on display in the expo hall, showcasing the originality, innovation, creativity, and effectiveness of marketing, advertising, and public relations campaigns from staffing firms around the nation.

Fifteen categories, ranging from direct mail to media relations, were featured in three classes--national, independent, and industry supplier. Entries were judged on the basis of general appeal and overall quality; content and message; originality of approach; and statement of target audience and objectives. Awards of excellence and merit recognized outstanding entries in individual categories. Top honors--Communications, Best of Show, and Judges Awards--went to those that displayed superior qualities overall.

+++++

the ways we are

Staffing's Standout Communications

By Reem El-Khatib

Originality. Innovation. Creativity. These are hallmarks of success in business—and of success in business advertising, public relations, and publications. Attendees at Staffing World 2003 were treated to a showcase of successful communications—a display of the award-winning entries in the 2003 Staffing Industry Communications Awards competition. Twenty-four companies were honored at the convention awards luncheon in October in Las Vegas. Entries in 15 categories, ranging from direct mail to media relations, competed in three classes—-independent staffing firm, national staffing company, and industry supplier. They were judged on general appeal and overall quality, content and message, and originality of approach.

Over 100 entries strong, the competition drew praise from the judges.

Judge Matthew Meyers of York Graphic Services in York, PA, said, "The communications awards competition shows that the staffing industry has a focused and forward-thinking approach to meeting today's staffing needs. The industry's vision is important to the workforce, and it shines through!"

A Job Well Done

Awards of merit and excellence recognize entries that excel in individual categories. Those that display superior qualities overall are awarded top honors: the Communications, Best of Show, and Judges' Awards.

* The Communications Award recognizes the best *campaigns* that advance the overall image of the industry.

* The Best of Show Award honors the best *single* entries, regardless of category, in the competition.

* The Judges' Award is conferred at the discretion of the panel to recognize exceptional achievement.

Communications Award

Independent

The Plus Group Inc.

National

TechGroup Inc.

Best of Show Award

Independent

CityStaff, Direct Mail

National

Randstad North America, Specialty Advertising

Judges' Award

Labor Ready

Winners by Category and Award

Direct Mail

Independent

CityStaff, Excellence, Best of Show

Professional Staffing Group, Merit

National

TechGroup Inc., Excellence, Communications Award

Staff Management, Merit

CORESTAFF Services, Merit

Industry Supplier

Capital TempFunds, Merit

Newspaper or Yellow Pages Advertising

National

SOS Staffing Services, Merit

Magazine Advertising

Independent

Encadria Staffing Solutions, Excellence

National

TechGroup Inc., Excellence, Communications Award

Express Personnel Services, Merit

Snelling Personnel Services, Merit

Industry Supplier

PeopleScout, Excellence

PRN Funding LLC, Merit

Radio/TV Advertising

National

Labor Ready, Excellence, Judges' Award

Snelling Personnel Services, Merit

Use of ASA Logo or Five Key Messages

National

Express Personnel Services, Merit

Specialty Advertising

National

Randstad North America, Excellence, Best of Show

SOS Staffing Services, Merit

Other Advertising

National

Labor Ready, Excellence, Judges' Award

AMN Healthcare, Merit

Express Personnel Services, Merit

Company Newsletter

Independent

Landrum Staffing Services, Excellence

National

TechGroup Inc., Excellence, Communications Award

Express Personnel Services, Merit

Company Publication

Independent

Professional Staffing Group, Excellence

National

RemedyTemp Inc., Excellence

Volt Services Group, Excellence

SOS Staffing Services, Merit

Company Identification

Independent

The Plus Group Inc., Excellence, Communications Award

Encadria Staffing Solutions, Merit

National

Randstad North America, Excellence

Snelling Personnel Services, Merit

Volt Services Group, Merit

Company Web Site

Independent

The Mahone Group, Excellence

ProCore Solutions, Merit

National

AMN Healthcare, Excellence

RemedyTemp Inc., Merit

Industry Supplier

Mee Derby and Co., Excellence

Multimedia

Independent

ProCore Solutions, Excellence

ABR Employment Services, Merit

National

Randstad North America, Excellence

Labor Ready, Merit, Judges' Award

Public Service

National

AMN Healthcare, Excellence

Express Personnel Services, Merit

Media Relations Program

National

AMN Healthcare, Excellence

Express Personnel Services, Merit

Congratulations to all of the 2003 Staffing Industry Communications Award winners.

Reem El-Khatib is communications assistant for the American Staffing Association.