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**For Immediate Release**

**NELSON STAFFING ANNOUNCES NEW IDENTITY, AREAS OF EXPERTISE**

**Former Nelson Staffing Solutions Provides Full-Service Recruiting Solutions to Northern California**

**Sonoma, Calif. February 26, 2007** – Nelson Staffing, a staffing and recruiting solutions company focused on providing talent to Northern California-based businesses, announced today that it is launching a new name and logo. The new name better encompasses the former Nelson Staffing Solutions growing breadth and depth of recruiting and human resources services. Building on its 35 years of experience in the staffing industry, Nelson Staffing is expanding its scope of services to provide specialized services in the areas of winery recruiting, human resources staffing, legal staffing and software games testing and development talent. The company will also continue to provide its wide range of clerical, managerial and executive level recruiting services for both temporary and full-time employees.

"The rebranding of Nelson Staffing allows us to focus on a brand that better incorporates the wide range of services we are now providing," explained Tony Bartenetti, Senior Vice President, Nelson Staffing. "As we continue to expand into more specialized areas, such as contact center, legal, winery, games software and development and human resources recruiting, we want one brand that can grow and mature with us. We are excited to be able to present all these capabilities to our clients under one unified vision and strategy."

"With this change to Nelson Staffing, we continue to leverage the brand of the Nelson Family of Companies and to make it easier for our clients to work with our company, regardless of which division or group initiates a contact," explains Craig S. Nelson, Executive Vice President, Nelson Family of Companies. "We continue to improve our ability to provide full-service solutions to our clients in a manner that is seamless and simple for them."

Nelson Staffing provides consultant, executive, full-time, temporary talent and payroll service solutions to various industries in a broad range of career areas including winery operations, game software testing and development, legal, office administration, hospitality, customer service, marketing, non-profit, human resources, business development, and sales. In many cases, these specialties are a specific company focus. The company also provides staff and services to manage the recruiting process from start to finish if needed, either as a Vendor-on-Premise or as an outsourced recruiting process manager.

Nelson Staffing's customers include Sony Computer Entertainment America, Bank of the West, Sutter Home, NAMCO, Bank of America

### **About Nelson Staffing**

Nelson Staffing is a staffing firm focused on attracting and providing talent to a wide variety of clients in Northern California. The company partners with clients to source, screen and acquire talent in positions ranging from administrative to executive levels and in industries ranging from wine to games software to healthcare.

### **About the Nelson Family of Companies**

The Nelson Family of Companies was founded in 1970 by Chairman and CEO Gary D. Nelson, and is headquartered in Sonoma, CA. According to Staffing Industry Analysts, the company has grown into the 64<sup>th</sup> largest staffing company in the United States and is the largest independent human capital solutions company in Northern California. This solid growth recently culminated in record revenues of \$377 Million in 2006. The Nelson Family of Companies has been ranked as one of the "Best Places to Work" in the Greater Bay Area for the second year in a row according to an employee survey done by the publishers of the *San Francisco Business Times* and *Silicon Valley/San Jose Business Journal*.

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