

FOR IMMEDIATE RELEASE

Randstad Introduces ‘Inspiring Experts’ Campaign to Spotlight Industries with Strong Job Demand

Companion Contest To Award Cash Prize and Student Scholarship Funds

BOSTON, October 3, 2011 - With 18 percent unemployment among young people today, Randstad US, the third largest human resources services provider in North America, has created an industry awareness campaign and contest targeting students and professionals to make the next generation of the workforce aware of promising career opportunities in top industries with low unemployment rates, including IT, finance and accounting, engineering, pharma and life sciences and human resources. The goal of the program, called “Inspiring Experts,” is to encourage and inspire young people to explore professions in these industries where future job opportunities are expected to grow.

The campaign leverages the successful experiences of students studying to enter these fields along with seasoned professionals by inviting them to post videos at InspiringExperts.com describing why they love their jobs, why they chose these fields, the impact they are making and how others can pursue careers in these sectors. Randstad hopes these videos will inspire viewers to learn more about careers in these five industries with the ultimate goal of helping to shore up the talent gap.

“There are not enough trained and skilled workers needed to fill today’s job opportunities and to meet the expected job demands of the future,” said Dan Foley, president of Randstad US, Professionals. “Our goal with this education campaign is to make future workers aware of the industries looking for good talent today and inspire them to explore the career paths where job opportunities will be tomorrow.”

As part of this education campaign, Randstad is also launching a national contest inviting visitors to the “Inspiring Experts” website to vote for the most inspirational student and professional videos. The student video with the most votes will win a \$10,000 scholarship to pursue studies in one of the five targeted industries. The top professional’s video will receive a \$5,000 cash prize plus a gift of \$5,000 to their favorite charity from Randstad. Each grand prize winner will also receive an iPad. Prizes will also be awarded to four runner-up videos. All videos must be submitted by November 18, 2011. Voting will continue until January 1, 2012.

“It can be very difficult for students and younger workers to seek out information from experts about a profession that may seem out of reach,” said Foley. “Interacting with an engineer or an IT specialist can inform and impact a young person’s career path in a very

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significant way. With our Inspiring Experts campaign, we are not only focused on helping students, but we are also highlighting the importance of these industries and how they impact the world.”

To post a student or professional video, or to vote for your favorite inspirational clip go to: www.inspiringexperts.com

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About Randstad US

Randstad US is a wholly owned subsidiary of Randstad Holding nv, an \$18.8 billion global provider of HR services and the second largest staffing organization in the world. The company plays a pivotal role in shaping the world of work, leveraging the true value of human capital for the benefit of our clients, candidates, employees and investors.

Randstad offers a comprehensive range of HR services to our clients. They provide temporary, temporary-to-hire, direct hire and outsourced placement services for local and global customers and fulfill all aspects of commercial and professional staffing within Finance & Accounting, Office & Administration, Engineering, Healthcare, IT, Legal, Life Sciences, and Manufacturing & Logistics. Other offerings include payrolling, managed services, recruitment process outsourcing and HR consulting solutions.

Randstad provides skills assessments, career counseling, training, health coverage and 401(k) to eligible internal and external employees. With its 5,000 employment experts, Randstad puts more than 100,000 people to work in North America each week, through its network of more than a thousand branches and client-dedicated locations.

For more information, visit the company's website at www.randstad.com

For more information on Inspiring Experts please visit www.inspiringexperts.com