



Kelly Services Adds 'Second Life' to Its List of Global Locations

April 20, 2007

Kelly's Virtual Island Offers Interactive Job Scenarios to Engage SL Residents

TROY, MI, Apr 20, 2007 -- News Facts

-- Kelly Services, Inc. (NASDAQ: KELYA) (NASDAQ: KELYB), a global staffing solutions provider, today announced the creation and launch of its virtual island in the three-dimensional, on-line world of Second Life. The [interactive island](#) will be available to SL residents beginning Saturday, April 21, 2007.

-- In-world, grand opening activities will include a streaming, live blues concert by SL resident Komuso Tokugawa, many free giveaways and an SL money tree for residents to obtain Linden dollars.

-- As part of the initial launch, Kelly's island will provide in-world residents an on-line, interactive gaming experience where avatars are able to participate in a range of job-scenario adventures. Visitors also have the opportunity to inquire about real-world career opportunities that exist through Kelly.

-- To support these initiatives, Kelly has created a [micro site](#) which includes tips for getting started in Second Life, a teleport link to and snapshot pictures of Kelly's virtual island.

-- Kelly will continue to build its presence in Second Life and implement further business initiatives throughout the year.

-- [The Wishfarmers](#), a leader in creating unique content and groundbreaking solutions for companies entering the dynamic market of virtual worlds, partnered with Kelly Services to build a virtual community in Second Life.

Pre-Approved Quotes

-- "Second Life offers Kelly a unique opportunity to leverage its 60 years of staffing expertise by engaging new audiences in an interactive way. This ground-breaking channel offers endless possibilities for us to provide SL residents with entertaining and innovative ways to explore career opportunities," said Dave Fenech, senior director, eBusiness Solutions, Kelly Services.

-- "The debut of Kelly's island in Second Life is another example of how our company is embracing technology to offer innovative staffing services. As Kelly Services continues to grow and expand its business operations, Second Life will provide us a platform to communicate globally with customers and job seekers via on-line, interactive relationships," said Fenech.

Please contact Amy Grundman to arrange interviews, or for additional quotes.

About Kelly Services, Inc.

Kelly Services, Inc. (NASDAQ: KELYA) (NASDAQ: KELYB) is a Fortune 500 company headquartered in Troy, Mich., offering staffing solutions that include temporary staffing services, outsourcing, vendor on-site and full-time placement. Kelly operates in 30 countries and territories. Kelly provides employment to more than 750,000 employees annually, with skills including office services, accounting, engineering, information technology, law, science, marketing, light industrial, education, and health care. Revenue in 2006 was \$5.6 billion. Visit www.kellyservices.com.

About The Wishfarmers, LLC

The Wishfarmers are leaders in creating unique content and groundbreaking solutions for organizations entering the dynamic market of virtual worlds. With extensive experience in media, technology and the fine arts, the company takes a collaborative approach to each project, producing inventive answers tailored to the client's needs. For more information, visit www.wishfarmers.com.

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