



## Kelly Services Expands Presence With Launch of Virtual Headquarters in Second Life

October 25, 2007

TROY, MI, Oct 25, 2007 -- News Facts

-- Kelly Services, Inc. (NASDAQ: KELYA) (NASDAQ: KELYB), a global human resources solutions provider, today announced the launch of its virtual headquarters in the three-dimensional, on-line world of Second Life.

-- The second half of Kelly's virtual presence will debut on Friday, October 26, 2007 at 9 p.m. EST (6 p.m. SLT). Grand opening activities will include a streaming, live blues concert by renowned musical resident Komuso Tokugawa (come early as his shows tend to fill up quickly).

-- Kelly's new virtual headquarters will function as the premier connection within Second Life for job placement and career development, serving the community with public seminars, conferences, job fairs, interviews, training, and more.

-- Wonder what it's like to work for Kelly? The island will provide unique, in-world scenarios where avatars can work in virtual jobs that showcase some of Kelly's real-life career opportunities.

-- Kelly recruiters will be available on the island, providing customers and candidates with a level of interactivity not possible on the Internet. Avatars can also use the in-world job boards to explore Kelly's extensive job placement opportunities.

-- Earlier this year, Kelly successfully launched its first island, which provides an interactive experience modeled after its web-based "virtual break room." On the island, avatars can participate in a range of job-scenario adventures. Kelly has teamed up with virtual content pioneers, The Wishfarmers, to design and develop both projects.

### Pre-Approved Quotes

"With the launch of this new island, Kelly's entire network of real-world branch offices will now be connected directly into Second Life via one-of-a-kind, dynamic job boards. Because of Second Life's growing community, we're able to tap into today's virtual workforce through engaging and innovative initiatives," said Dave Fenech, senior director, eBusiness Solutions, Kelly Services.

"Kelly Services has grasped the nature of virtual spaces in a way that still eludes many other companies. They are delivering value to visitors by making their industry-leading job placement services available to the entire Second Life community. Kelly gets it and they're acting on it," said Gary Douglas, CEO, The Wishfarmers LLC.

### About Kelly Services, Inc.

Kelly Services, Inc. (NASDAQ: KELYA) (NASDAQ: KELYB) is a Fortune 500 company headquartered in Troy, Mich., offering human resources solutions that include temporary staffing services, outsourcing, vendor on-site and full-time placement. Kelly operates in 33 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, creative services, light industrial, education, and health care. Revenue in 2006 was \$5.5 billion. Visit [www.kellyservices.com](http://www.kellyservices.com).

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