



Kelly Services, Inc. Introduces The Talent Project iPad App

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Free App Provides Current Research on Trends Impacting Global Talent Management

TROY, MI -- (MARKET WIRE) -- 08/23/11 -- Kelly Services® (NASDAQ: KELYA) (NASDAQ: KELYB), a leader in providing workforce solutions, announces the release of its latest mobile application, The Talent Project iPad app, available today in the Apple App Store and by downloading at kellyservices.com/ipad.

Powered by Force.com, the leading cloud platform for business apps from Salesforce®, The Talent Project app will also be featured during Dreamforce '11, Salesforce.com's annual user conference and cloud computing event, August 30 - September 2 in San Francisco, Calif.

Kelly Services is a trusted partner to thousands of companies who seek an innovative -- and authentic -- perspective on their modern workforce challenges. Through The Talent Project, iPad users connect to exclusive Kelly® white papers, research, industry reports, and videos on key employment issues facing the global workplace today. The app also delivers insiders blogs, management briefings, and has the capability to search, browse, and download content generated by Kelly as well as industry experts across various topics, including:

- Leadership
- Talent Acquisition
- Talent Management
- Talent Supply Chain
- Workforce Trends

"The business world is changing, and as a workforce solutions company bringing the best employers and employees together, we are helping our customers focus on their goals to achieve success," said Carl Camden, President and CEO of Kelly Services. "The iPad extends our reach and broadens our information channels. With millions of iPads being sold for both personal and business use, we designed The Talent Project with our current and future customers in mind."

In 2010, Kelly Services debuted its Kelly Mobile AutoApp for mobile devices allowing job seekers to search and apply for jobs, find a local Kelly branch, and receive updated career tips. It also includes GPS technology to save time when conducting a job search or locating a branch office. The AutoApp works on any mobile Web browsing device and can be accessed at: <http://kellyservices.com>.

About The Talent Project

The Talent Project iPad app is a creative collaboration between Kelly Services, Vectorform™, a global design and technology firm specializing in emerging digital experiences, and is powered by Force.com, the leading cloud platform for business apps from Salesforce®, the enterprise cloud computing company. To learn more, visit Vectorform.com and Salesforce.com and to download The Talent Project free app, visit kellyservices.com/ipad.

About Kelly Services®

Kelly Services, Inc. (NASDAQ: KELYA) (NASDAQ: KELYB) is a leader in providing workforce solutions. Kelly® offers a comprehensive array of outsourcing and consulting services as well as world-class staffing on a temporary, temporary-to-hire and direct-hire basis. Serving clients around the globe, Kelly provides employment to more than 530,000 employees annually. Revenue in 2010 was \$5 billion. Visit www.kellyservices.com and connect with us on [Facebook®](#), [LinkedIn®](#), and [Twitter®](#).

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