



July 29, 2014

Nicola Soares Promoted to Vice President and Managing Director, Product Centers of Excellence at Kelly Services(R)

TROY, MI -- (Marketwired) -- 07/29/14 -- Kelly Services, Inc. (NASDAQ: KELYA) (NASDAQ: KELYB), today announced that Nicola Soares has been promoted to Vice President and Managing Director of Kelly's Product Centers of Excellence (COE), formerly the Americas Product Group. The Product COE consists of Kelly's specialized professional and technical [staffing solutions](#) including engineering, IT, finance, healthcare, science, and education, as well as the traditional areas of commercial staffing.

In her new position, Ms. Soares is responsible for managing operations and driving strategic growth within the Product COE in the America's region.

Ms. Soares joined Kelly[®] in 2010 as Vice President of [Kelly Educational Staffing](#)[®] (KES[®]), a specialty product of Kelly that provides educational staffing solutions to K-12 school districts nationwide. To date, KES has successfully implemented more than 760 school/district programs and partners with over 4,200 public and private schools throughout the United States. A proven leader in product strategy, Ms. Soares has been instrumental in the accelerated growth KES has experienced under her leadership.

Ms. Soares started her career 1991 as a social studies teacher in Lynchburg City Schools in Lynchburg, Virginia. From 1996-2007, she worked in a variety of product development, marketing and business development roles for McGraw-Hill Education, rising to the position of vice president of Product Innovation. In 2007, Ms. Soares joined NBC Learn, a new education arm for NBC Universal, as vice president of Sales and Marketing and was a key driver in developing and commercializing programs that built on the rich resources available in the NBC News archives. Ms. Soares holds a bachelor's degree in Social Science and Secondary Education from Lynchburg College in Lynchburg, Virginia.

About Kelly Services

Kelly Services, Inc. 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 provided [employment](#) to approximately 540,000 employees in 2013. Revenue in 2013 was \$5.4 billion. Visit kellyservices.com and connect with us on [Facebook](#), [LinkedIn](#), and [Twitter](#).

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Source: Kelly Services

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