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Kelly Services(R) and oDesk(R) Announce Alliance, a First Between a Workforce Solutions Company and an Online Work Platform

Kelly's Clients Able to Tap Into Global Community of Nearly Five Million Freelancers via oDesk

TROY, MI and REDWOOD CITY, CA -- (Marketwired) -- 12/12/13 -- [Kelly Services®](#) (NASDAQ: KELYA) (NASDAQ: KELYB) a leader in providing workforce solutions, today announced it is teaming up with oDesk®, the world's largest online workplace, whereby [oDesk](#) will be a component of KellyOCG's talent supply chain. KellyOCG® is the Outsourcing and Consulting Group of Kelly Services. This alliance, the first between a workforce solutions company and an online workplace, will help large organizations integrate freelancers, working both locally and virtually via the Internet, into their flexible workforce.

[KellyOCG](#) serves as the talent supply chain manager to organizations helping them to optimize the access, compliance and cost-effectiveness of their supply base -- including both incumbent and new providers. Teaming up with oDesk enhances value by providing clients with access to oDesk's global community of nearly five million professionals, for scalable and custom solutions. In addition, by including oDesk into their talent supply chain, KellyOCG will provide organizations with visibility into their independent contractor (IC) spend, often a missing link when freelancers are procured outside of an outsourced program.

"In the coming years, businesses will increasingly augment local staffing by tapping into online talent in order to meet their overall resource needs," said Matt Cooper, Vice President of Business Development & International, oDesk. "This alliance leads the way for larger enterprise businesses to access the best talent in the world, no matter where it resides."

"The increase in project work as well as talent shortages in critical skill categories are requiring companies to look beyond historical channels to meet their talent needs," said Teresa Carroll, Senior Vice President and General Manager, KellyOCG. "Integrating oDesk into our supplier network helps our clients access the rapidly growing online workforce, increasing their agility and access to key talent in their outsourced program."

For clients worldwide, KellyOCG guides and manages all categories of full-time and contingent talent acquisition to strategically drive business growth. To learn more about how KellyOCG's solutions can provide access to top service providers and talent at the lowest risk, visit [kellyocg.com](#).

oDesk

oDesk is the world's largest online workplace, enabling businesses to access the best talent in the world -- online, on demand, and on their terms. Nearly five million freelancers are registered on oDesk from 180+ countries, offering any type of skill that can be done via the Internet. In 2013, oDesk reached more than \$1 billion of work completed cumulatively via its platform. oDesk is a registered trademark of oDesk Corporation. Visit [oDesk.com](#) and connect with us on [LinkedIn](#) and [Twitter](#).

KellyOCG

KellyOCG is the Outsourcing and Consulting Group of workforce solutions provider, Kelly Services, Inc. (NASDAQ: KELYA) (NASDAQ: KELYB). KellyOCG is a global leader in innovative talent management solutions in the areas of Recruitment Process Outsourcing (RPO), Business Process Outsourcing (BPO), Contingent Workforce Outsourcing (CWO), including Independent Contractor Solutions, Human Resources Consulting, Career Transition and Executive Coaching & Development, and Executive Search. Visit [kellyocg.com](#).

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 560,000 employees annually. Revenue in 2012 was \$5.5 billion. Visit [kellyservices.com](#) and connect with us on [Facebook](#), [LinkedIn](#), and [Twitter](#). Download [The Talent Project](#), a free iPad® app by Kelly Services.

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Source: Kelly Services and oDesk

