



Clever Zebra and Kelly Services Team-Up for vBusiness Expo

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Companies Offer Best Practices During First Public Virtual Business Conference

TROY, MI, Apr 23, 2008 (MARKET WIRE via COMTEX News Network) -- Think the virtual world is just for branding and marketing? Think again. Global companies are investing significant resources in the virtual world to drive key business outcomes. Hosted by Clever Zebra, the vBusiness Expo will be held on April 24 - 27, 2008 in Second Life and will feature presentations from Kelly Services, Dell, IBM and Forrester Research. The vBusiness Expo is free and open to the public while spaces are available.

"The use of virtual worlds as a business operations tool is rapidly changing the way business is done," said Dave Fenech, senior director of eBusiness at Kelly Services. "As the virtual world continues to evolve, benefits will quickly move beyond the marketing, branding and customer relationship enhancements. Early adopters of virtual technology can secure a lasting productivity advantage through enhanced collaboration, team building and enterprise-wide innovation."

From collaboration and innovation to customer interface and problem resolution, global companies are increasing productivity, improving processes and creating new revenue opportunities through the use of virtual worlds. The vBusiness Expo will emphasize the emerging real-world business applications, and will share best practices for companies that are investigating or seeking to leverage the virtual world in their business practices.

"Companies that are reluctant to explore the immersive power of virtual worlds are missing a considerable opportunity to create a clear differentiator in the increasingly competitive marketplace," said Nick Wilson, chief executive officer of Clever Zebra. "Whether the priority is increasing productivity, innovation or team collaboration, companies are well-advised to develop a virtual world strategy."

Given the current economic challenges and uncertainties, many companies have discovered the use of the virtual world as an effective cost containment strategy -- significantly reducing travel and meeting expenses -- while helping their organizations to connect globally, to interface with their customers, and to solve problems with an enterprise-wide approach.

To register click the link: <http://cleverzebra.com/vbusiness/expo/registration>

About Kelly Services

Kelly Services, Inc. (NASDAQ: KELYA) (NASDAQ: KELYB) is a world leader in human resources solutions headquartered in Troy, Michigan, offering temporary staffing services, outsourcing, vendor on-site and full-time placement. Kelly operates in 37 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 2007 was \$5.7 billion. Visit www.kellyservices.com.

About Clever Zebra

Clever Zebra is a virtual worlds development company whose broad mission is to promote business and education in virtual worlds by lowering the barrier to entry. The company, whose employees have never met in real life, are located in Denmark, the US and Canada and live and work in Second Life. Clever Zebra make all of their virtual world constructions available for free under the General Public License to anyone who wants to set up a corporate presence in the virtual world.

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