



## KellyOCG® and The Indicia Group Announce Strategic Partnership

December 9, 2011

### **Partnership to Include the Marketing of KellyOCG Products and Services by The Indicia Group Along With Sales Distribution in the Benelux Region**

NEUCHÂTEL, SWITZERLAND -- (MARKET WIRE) -- 12/09/11 -- KellyOCG and The Indicia Group are pleased to announce a new strategic partnership that will include the marketing of KellyOCG products and services by the Indicia Group with sales distribution in the Benelux region.

This joint market approach will enable the high-scale, talent-focused outsourcing delivery models from KellyOCG to join forces with the multi-disciplinary portfolio offered by Indicia in the areas of HR consultancy, social media, e-business, recruitment, talent and performance management services and solutions.

"Our partnership with The Indicia Group will help us service our existing clients while expanding KellyOCG's business in the Benelux region," said Rolf Kleiner, Senior Vice President and General Manager, KellyOCG. "Linking with Indicia allows us to offer a unique, complementary range of workforce solutions to the market by leveraging Indicia Group's high quality service levels, excellence in customer delivery, proven track record and consultative approach."

"The partnership enables us to scale our current business proposition. Together with KellyOCG we will offer high quality Recruitment Process Outsourcing (RPO) and Contingent Workforce Outsourcing (CWO) to the Benelux market," said Carlo Korsen, CEO, The Indicia Group.

#### *About The Indicia Group*

The Indicia Group is a pan-European group of companies with over 250 professionals, delivering business improvement, people performance and innovation. The company operates across multi-disciplinary practice areas offering HR consultancy, social media, e-business, recruitment, talent and performance management services and solutions.

#### *About KellyOCG*

KellyOCG is the Outsourcing and Consulting Group of workforce solutions provider, Kelly Services, Inc. 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 Organizational Effectiveness, and Executive Search. Visit [www.kellyocg.com](http://www.kellyocg.com).

#### *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 530,000 employees annually. Revenue in 2010 was \$5 billion. Visit [www.kellyservices.com](http://www.kellyservices.com) and connect with us on [Facebook](#), [LinkedIn](#), & [Twitter](#).

#### Media Contact

Thorsten Koletschka

Kelly Services, Inc.

[Thorsten.Koletschka@kellyocg.com](mailto:Thorsten.Koletschka@kellyocg.com)

+49 221 956490 824

Source: Kelly Services, Inc.

News Provided by Acquire Media