

Contact: Ada Wong
Phone: 732-548-5444 x490
Fax: 732-516-0010
Email: awong@jouleinc.com
www.jouleinc.com

FOR IMMEDIATE RELEASE

Joulé Unveils New Brand Identity for its Commercial Division

Joulé Staffing Solutions Offers “Success Toolkit” for Clients’ Temporary Staffing Needs

Edison, NJ, July 15, 2009 – Joulé Staffing Solutions announced the launch of its new brand identity. Previously known as Joulé Staffing Services, the new branding communicates Joulé’s evolution to a solutions-based company. The new tagline “Your Success is Our Business” reflects Joulé’s strength and focus on bringing success to its clients through customized temporary, temporary-to-direct and direct hire programs.

The new branding results from an independent research process that indicated Joulé Staffing Solutions clients are twice as likely to recommend and refer Joulé to their peers and colleagues. The company’s higher-than-industry-average client loyalty index rests on its exceptionally high scores in the service quality category. Three key characteristics of Joulé’s staff have also been recognized: responsiveness, expertise and resourcefulness.

“Building strong relationships from the ground up, offering customers a hassle-free experience in finding the best people, and giving undivided attention to each one of our clients are what we’re known for,” said Judy Bryant, Vice President, Joulé Staffing Solutions. “Our clients’ experience with Joulé and trust in our staff and candidates influence the way we do business and keep us going strong.”

Integral to continual quality improvement, the “Success Toolkit” offered by Joulé is a performance-driven model that begins with assessing clients’ unique business needs and continues with tailoring a solution and achieving results through a comprehensive system of service delivery.

About Joulé Staffing Solutions

Leave the hassle of sourcing, screening, interviewing, background checking and even payrolling to us - Joulé Staffing Solutions is a proven flexible staffing solutions provider in the corporate support, customer service, managerial, production and logistics disciplines since 1965.

The staffing process is our core competency. Learn how our expertise, responsiveness and resourcefulness have helped our clients grow their business. Visit us on www.joulestaffingsolutions.com

Corporate Headquarters:
295 Pierson Avenue
Edison, New Jersey 08837
(800) 906-0906