

FOR IMMEDIATE RELEASE**HODES iQ RECEIVES HIGH MARKS IN NEWLY PUBLISHED
BERSIN & ASSOCIATES TALENT ACQUISITION REPORT**

Research study cites employer branding experience and powerful sourcing tools as industry leaders

NEW YORK CITY, NY— October 15, 2009 — Hodes iQ, Bernard Hodes Group's award-winning talent acquisition and management product, was recently recognized in a comprehensive research study by Bersin & Associates as an industry leader in the crucial areas of employer branding, source-of-hire tracking and customer service. Furthermore, the study names Hodes iQ as a top choice for mid-market and enterprise-level companies seeking to improve employer branding and streamline recruitment processes.

"Talent Acquisition Systems 2010: Facts, Practical Analysis, Trends, and Provider Profiles," is the first study to thoroughly assess the state of the talent acquisition market and serves as a buyer's guide to talent acquisition software systems, and the objective of the research was to address market shifts and best practices, along with profiling the leading talent acquisition systems. The report explores and reviews each talent acquisition company including background, core and advanced features offered, service offerings, key differentiators and quality of user experience.

According to Bersin & Associates' research, Hodes iQ is a leading SaaS (Software as a Service) talent acquisition and management system with the combination of a top-ranked, job-posting system, résumé data mining system and expertise in best-in-class corporate career sites.

Other key differentiators for Hodes iQ, according to the study, include:

- Having the ability to provide both the technology and the branding for customers.
- Developing a strategy of investment in additional support and technology for customers.
- Continuing to grow during an economic downturn.
- Providing users the ability to track and analyze the source of hires through its embedded and native job sourcing and distribution technology, SmartPost, which is cited for being a "great source of data for customers looking for insight on the best job boards".

"This study confirms that for recruiters as well as for HR leaders, Hodes iQ is ahead of the curve as candidate behavior and talent management solutions continue to shift, and employers need the kind of tools and support to work efficiently, productively and with measurable results," said Dwaine Maltais, senior vice president, E-Recruiting Solutions.

Hodes iQ also stands out from other companies in this space by providing excellent customer service and support.

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ABOUT HODES iQ

Hodes iQ makes talent management work for companies that know what they want from a talent management system by delivering flexible software solutions for talent acquisition, candidate sourcing, onboarding, career websites and recruitment process improvement. Hodes iQ also integrates seamlessly with best-of-breed solutions for performance management, succession planning, assessment, and background checks. Hodes iQ is supported by superb customer service, best-practice consulting and decades of experience through Bernard Hodes Group, offering unparalleled expertise in the recruitment marketing and employment branding industry. Hodes iQ offers several product lines for the Fortune 1000, mid-sized companies, as well as growing businesses. Hodes iQ is on the web at www.hodesiq.com.

ABOUT BERNARD HODES GROUP

As a fully integrated talent solutions provider, Bernard Hodes Group (www.hodes.com) offers solutions that often combine multiple service offerings from the Company's core competency areas: Recruitment Marketing; Sourcing/Response Management; Hiring Process Re-engineering; and Staffing Technology (www.hodesiQ.com). All solutions are developed and measured within the company's 360-degree process methodology. The company is headquartered in New York, with over 80 offices and affiliates around the globe. Bernard Hodes Group is a wholly owned subsidiary of Omnicom Group, Inc., (NYSE - OMC), one of the world's leading marketing communications companies. Bernard Hodes Group serves thousands of clients in virtually every industry, helping them to attract and retain talented workers in every skill set.

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