



## **NEWS RELEASE**

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### **HICKORY FARMS' SUCCESSFUL RECRUITMENT OUTSOURCING PILOT PROGRAM WITH HEADWAY EXPANDS TO MORE THAN 600 STORES**

#### ***HEADWAY CORPORATE RESOURCES BOOSTS HICKORY FARMS' SEASONAL RETAIL RECRUITMENT TO MORE THAN 3700 NATIONWIDE EMPLOYEES***

**RALEIGH, NC — JULY 21, 2008** -- Headway Corporate Resources announced that its Adaptive RPO (Recruitment Process Outsourcing) pilot program with national retailer Hickory Farms has been expanded to over 600 retail stores and will provide more than 3,700 Hickory Farms associates for their upcoming 2008 retail holiday season.

Key to the pilot's success is Headway's exclusive National Recruitment Center, which includes a proprietary database of nearly one million job candidates, as well as various e-Recruiting technologies, methodologies and regional delivery network. These combined resources power new associate sourcing, screening, hiring and on-boarding services for Hickory Farms.

Headway's Adaptive RPO recruitment solution for Hickory Farms enables the hiring and deployment of retail associates in a faster and more efficient manner than was previously achieved. In addition to the recruiting and hiring of retail employees, Headway will also manage all human resource and payroll responsibilities, thereby allowing Hickory Farms to concentrate on its core activities of retail operations, store sales and customer service.

"Because of the success of the trial program, and Headway's deep commitment and effort in exceeding our expectations, we decided to roll-out their workforce solutions on a nationwide basis", stated Jim O'Neill, Jr., Vice President, Retail and Franchise Operations of Hickory Farms.

Many retailers rely upon individual stores or districts to handle their own recruiting and hiring efforts and are becoming overwhelmed with the increased burdens and responsibilities to source, hire, train and retain employees. Companies are finding that an outsourced recruitment solution can provide a higher quality of retail candidates using less time and money, which directly translates into a greater competitive advantage for them.

Suzanne Kinkel, EVP of Recruitment Process Outsourcing at Headway said, "Today's recruiting landscape is dramatically different than a few years ago, as most companies just do not have the recruitment power, technology and resources to enable them to deliver the high-volume, high caliber talent, like we can do, on a local, regional or national basis." She further added that "because of our breadth and depth of recruiting resources and expertise, we deliver these functions at a lower expense than what they normally incur."

Headway Corporate Resources' Adaptive RPO has the robustness, flexibility and scalability to offer geographically precise recruiting, which is a key component in acquiring high-volume, multi-unit retail workers. For example, Headway's technology can literally locate thousands of candidates within a 5 mile radius of a retail location, and then quickly assess the most qualified ones, not only for the particular job, but also for each specific location, as well.

**About Headway**

Headway Corporate Resources has been delivering innovative workforce solutions since 1974. The company's award-winning human capital management approach is comprised of two service divisions; **Recruitment & Staffing** and **Adaptive Workforce Solutions<sup>SM</sup>**.

Headway provides comprehensive recruiting and staffing resources, as well as large-scale, enterprise based, managed workforce solutions on a national basis. Headway Corporate Resources ranks among one of the top staffing and recruiting companies in the world and serves an array of Fortune 1000 businesses. It has regional locations across the country and offers a one-source workforce solution, enabling businesses to achieve greater performance and financial savings with their human capital efforts. Learn more about Headway Corporate Resources by visiting [headwaycorp.com](http://headwaycorp.com).

**About Hickory Farms**

For more information on Hickory Farms, please visit [www.hickoryfarms.com](http://www.hickoryfarms.com)

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