

FOR IMMEDIATE RELEASE

Contact: Andrea Rizk
Rizk Public Relations
Phone: 404-316-0251
E-mail: andrea@rizkpr.com

NetPEO Expands to Reshape the Professional Employer Outsourcing Industry

Atlanta, GA – June 18, 2001 - Layne Davlin, president of Atlanta, Georgia based NetPEO, announced today that NetPEO is spearheading the positive growth expansion of the Professional Employer Outsourcing Industry by providing innovative Consulting services that serve to redirect and redefine the Industry.

“Our goal is to be the outsourcing provider to the industry,” said Davlin. By industry definition, a Professional Employer serves to lessen employer’s employment administration burdens enabling the business owner to target its market revenues. “If we, as an industry, are to take our own advice,” says Davlin, “we too can have similar advantages.”

More and more PEOs are experiencing the impact of declining labor resources and poor market conditions. Many PEOs are disclosing a large percentage turnover and loss of Sales staff while others may share the loss of “out-of- state” business because of licensing issues, or the inability to place a prospect because of risk management concerns. These are only a few examples that may often devastate an industry provider. NetPEO’s expanse of services help the PEO provider to customize and deliver targeted programs that allow continued growth even within these limited structures.

The NetPEO PEO Advantage plan targets the PEO’s need and customizes a program to fit that need. Whether the need is Sales & Marketing Strategies, Training; Program Design and Evaluation; Start-up Strategies; Business Procedures; Expansion Planning; Client Conversion Training; or One-on-one and group training, NetPEO helps you to design and deliver your plan for success. “Those PEOs in favor of continued success acknowledge that priority should be given to training and development of their resources.” said Davlin.

About NetPEO: NetPEO is a national HR outsourcing brokerage firm. We are not an individual PEO, but a network of highly qualified PEOs. Located in Lawrenceville, Georgia, NetPEO connect clients with companies that provide HR services to meet their business needs. Through an Initial Needs Analysis, NetPEO offers our clients the kind of knowledge and expertise normally reserved for large corporate HR departments without the inherent expense. CEO Layne Davlin is a recognized expert in HR outsourcing, and the NetPEO team not only has the formal training necessary to help our clients succeed, but they also have the practical experience that it takes to offer our clients the solutions they need to keep their businesses successful and growing.