



FOR IMMEDIATE RELEASE

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Hobart West Selects ClearEdge Based on its Industry Expertise

ClearEdge to Help Hobart West Unify Core Message and Revitalize its Go-to-Market Strategy

Chicago, IL (May 1, 2007) – Hobart West Solutions, a leading provider of business solutions through people and technology, has appointed ClearEdge Marketing, a firm specializing in outsourced marketing solutions for professional services companies, to update its go-to-market message strategy, sales collateral and customer messaging program.

“Our growth in recent years, fueled by strategic expansion and acquisitions, led to the need for a unified branding, marketing and messaging approach across the enterprise,” said Hobart West Solutions President Eric Archer. “We interviewed several marketing firms and chose ClearEdge because of its expert team of industry-experienced professionals who demonstrated a solid understanding of our business and our objectives.”

ClearEdge Marketing will assist Hobart West in developing a marketing program that clearly and consistently conveys the company’s value proposition and key differentiators. ClearEdge is also developing a formal messaging program that will enable Hobart West to share valuable industry insights and information with both clients and consultants through periodic articles of interest.

“Hobart West Solutions is a client-focused staffing firm that builds strong relationships and offers valuable services to its customers and flexible employees,” said Leslie Vickrey, president and founder of ClearEdge Marketing. “We’re excited to collaborate with Hobart West to develop an updated marketing strategy and materials that highlight their considerable expertise and service offerings.”

About Hobart West Solutions

Headquartered in Florham Park, New Jersey, Hobart West Solutions is a relationship-driven staffing firm that quickly and effectively delivers premier administrative/clerical, light industrial, legal and technical candidates for temporary, temporary-to-hire and direct-hire openings. Hobart West helps its clients employ a flexible staffing strategy that enables them to rapidly and seamlessly adjust workforce levels in response to workload demands. To learn more about Hobart West Solutions, please visit www.hobartwest.com

About ClearEdge Marketing

ClearEdge Marketing, headquartered in Chicago, IL, provides exceptional outsourced marketing services to small- and medium-sized technology services firms across the

globe. The ClearEdge team combines in-depth industry knowledge, technological savvy and creative talent to provide clients with the highest level of service integrity and maximum return on their marketing investment. Companies that rely on ClearEdge's expertise include Harvey Nash, NACCB, RiverPoint, TransTech, Galmont Consulting and The Armada Group. To learn more, please visit www.clearedgemarketing.com.

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