

MOM CORPS OFFERING FLEXIBILITY THROUGH FRANCHISING

In tough economic times, Mom Corps provides experienced professionals and displaced workers a flexible, career alternative through its new franchise arm

ATLANTA – January 14, 2009 – According to the US Bureau of Labor Statistics, jobless rates hit a 16-year high – 7.2% – last month leaving close to 2.95 million displaced workers in the wake of the recession. As unemployment continues to rise and those in the workforce search for secondary income and job security, franchise purchases are predicted to increase as well. With the launch of its new franchise arm, Mom Corps hopes to tap into the growing pool of experienced, educated professionals seeking flexible, career alternatives as franchise owners.

"We are excited to take the business to the next level and continue our growth through the development of our new franchise program," says CEO and founder, Allison O'Kelly. "Franchising is as much a financial strategy to alleviate capital issues as it is a recruitment strategy in order to attract motivated, invested employees to Mom Corps and provide them with flexibility in turn."

The launch of Mom Corps' franchise arm is also timely considering the predicted increase in demand for temporary staffing services over the coming year. "Uncertainty in the economy is making firms reluctant to hire permanent employees," said Robert T. Sumichrast, dean of the Terry College of Business at The University of Georgia. "That adds to the demand for temporary and part-time positions," he said. "Companies, I think, are increasingly relying on these staffing firms."

Mom Corps, founded in July 2005, allows corporations direct access to top-tier, experienced professional talent unavailable through traditional staffing channels, while providing professionals with tools and information to evaluate their career choices as they seek non-traditional employment. In just three years, Mom Corps' roster has grown to more than 30,000 candidates nationwide seeking flexible work schedules, and its client base has expanded to several hundred companies, including Fortune 500 firms. Despite current economic conditions, O'Kelly expects both to double in 2009 through regular business initiatives and the franchise arm.

The franchises, which will allow Mom Corps to expand beyond its current five markets – Atlanta; Charlotte, N.C.; Washington, D.C.; New York and Boston – will receive access to the company's web site, database, proprietary systems, methods, training and recruiting tools. Mom Corps is currently recruiting franchise affiliates in select areas throughout the United States and will help qualified individuals start their own Mom Corps staffing and recruiting business, leveraging the nationally-recognized Mom Corps® brand and its resources.

About Mom Corps

Mom Corps is a premier staffing solution, allowing companies direct access to top-tier experienced talent unavailable through traditional employment channels, while providing resources and information to professionals evaluating non-traditional career choices. Founded in 2005 by Harvard MBA and mother of two, Allison Karl O'Kelly, Mom Corps has partnered with some of the nation's most prestigious corporations including KPMG, Home Depot, Wachovia, and General Electric among others. Headquartered in Atlanta and operating nationwide through our online job board, Mom Corps offers franchise opportunities in select areas and full

service staffing in four additional markets: Charlotte, New York, Boston, and Washington, DC. For more information, log on to www.momcorps.com.