

## MOM CORPS EXPANDS WITH FRANCHISES ACROSS THE COUNTRY

*Offering flexible career alternatives during these turbulent economic times, Mom Corps opens in Atlanta, Miami and Philadelphia*

As jobless rates soar across the country, Mom Corps is expanding and providing more alternatives this month to those who have lost their jobs and those re-entering the job market. Mom Corps is proud to announce the opening of franchises in Miami, Philadelphia and Atlanta in addition to their online web presence and existing offices.

Mom Corps is a premier staffing solution, allowing companies direct access to top-tier experienced talent ready to work on an as needed basis. This expanding company is able to meet the demands of many businesses' cycles, while also enabling professionals to engage in challenging work in their fields, while having the flexibility for their personal needs and responsibilities. With the launch of its franchising, Mom Corps hopes to tap into an ever growing pool of experienced, educated professionals seeking flexible, career alternatives as franchise owners.

"We are excited to take our 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 to attract motivated, invested employees to Mom Corps and provide them with flexibility in turn."

The launch of Mom Corps' franchises is also timely considering the predicted increase in demand for temporary staffing services this 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, and companies are increasingly relying on these staffing firms."

Mom Corps, founded in July 2005, provides professionals with tools and information to evaluate their career choices as they seek non-traditional employment. In just four years, Mom Corps' roster has grown to more than 35,000 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 2010 through regular business initiatives and the franchise arm.

O'Kelly, a Harvard MBA and mother of two, has partnered Mom Corps with some of the nation's most prestigious corporations including KPMG, Home Depot, Wachovia, and General Electric. Headquartered in Atlanta and operating nationwide through an online job board, Mom Corps is now offering these three new franchises as well as full service staffing in four existing markets: Charlotte, New York, Boston, and Washington, DC.

The franchises allow Mom Corps to expand its growth potential. Each franchise receives access to the company's web site, database, proprietary systems, methods, training and recruiting tools. Mom Corps is currently recruiting additional franchise affiliates 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.

Find more information on Mom Corps at [www.momcorps.com](http://www.momcorps.com). For media inquiries or to learn more about franchising contact Nanette Noffsinger at [nanette@burkehollowmedia.com](mailto:nanette@burkehollowmedia.com).