



Human Capital Expert Joins WorkforceLogic as SVP of Services

SONOMA, Calif. – October 15, 2007 – WorkforceLogic, the leading workforce management software and services company announced today the hiring of Omer Cohen as senior vice president of services. Cohen will oversee WorkforceLogic's customer services division, assisting clients to plan for and manage their talent and workforce acquisition strategies.

"The addition of Omer Cohen brings significant professional experience in Human Capital management to the WorkforceLogic management team," said Gary D. Nelson, Chairman and CEO of WorkforceLogic. "Specific consulting roles for Google and Deloitte combined with his past management roles providing human resource solutions to major global organizations will serve us well as we continue to expand our operations domestically and internationally."

With more than 15 years' experience in the Human Capital management industry, Cohen was most recently President and Chief Executive of the company that chooses the "100 Best Places to Work in America" in partnership with Fortune Magazine. Cohen's entire career has been focused on leading organizations through growth and high performance through their people.

About WorkforceLogic

WorkforceLogic is an innovative workforce management company focused on risk mitigation, talent acquisition management and contingent workforce planning. As a professional advisor, we help our clients strategically manage their workforce acquisition process while managing costs and mitigating risk. We help our clients create and execute an innovative strategy for managing the acquisition of their workforce that fits their budget, specific business goals and market response requirements. Some of WorkforceLogic's premier clients include Sony Computer Entertainment America, Brocade, and Bank of the West.

About The Nelson Family of Companies

The Nelson Family of Companies was founded in 1970 by Chairman and CEO Gary D. Nelson, and is headquartered in Sonoma, CA. According to Staffing Industry Analysts, the company has grown into the 64th largest staffing company in the United States and is the largest independent human capital solutions company in Northern California. This solid growth recently culminated in record revenues of \$377 million in 2006. The Nelson Family of Companies has been ranked as one of the "Best Places to Work" in the Greater Bay Area for the second year in a row according to an employee survey done by the publishers of the San Francisco Business Times and Silicon Valley/San Jose Business Journal.

- **Nelson and Associates:** Provides full-time and executive search placement, as well as consultant and temporary professionals in the financial area.
- **Nelson Technology:** Provides full-time and contract recruiting in all technology areas including programming, project management, product management, testing, quality assurance, and technology architecture.
- **Nelson Staffing:** Provides consultant, executive, full-time and temporary talent in a broad range of career areas including winery operations, game software testing, legal, office administration, hospitality, customer service, marketing, non-profit, human resources, business development, and sales.
- **NelsonJobs:** Northern California's premier job board.
- **WorkforceLogic:** Is an innovative workforce management company that provides software and services focused on risk mitigation, talent acquisition management, and contingent workforce planning.
- **HRhome:** Is an online resource for HR professionals created by HR professionals.

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