



For Immediate Release

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Spherion Staffing Franchise Division Recognized As a World-Class Franchisor by the Franchise Research Institute® For Fifth Consecutive Year

FORT LAUDERDALE, Fla. - August 9, 2011 — Spherion Staffing, a recruiting, staffing and workforce solutions provider, today announced that it has been recognized for the fifth consecutive year as a world-class franchisor by the Franchise Research Institute®, an organization dedicated to promoting high standards of excellence throughout the franchising industry. This recognition was based on the results of a FranSurvey®, a survey which evaluates the relationship between franchisees and their franchisor.

Of the Spherion franchisees surveyed, many 100 percent positive rating responses were given, specifically in key areas such as:

- Overall quality of franchisor
- Recommendation of the franchise to a prospective franchisee
- Initial training/ opening support
- Helpfulness of the franchisor's field representatives
- Helpfulness and communication between fellow franchisees
- Quality of products/services received from franchisor
- Direct and effective communication with senior management
- Overall opportunity provided by franchisor

Spherion also received notably positive remarks when franchisees were asked if they would invest in the franchise knowing what they know now and having to do it all over again, of which 96 percent expressed the likelihood of doing so. Moreover, 92 percent of respondents believe the long-term growth potential of their franchise business is positive.

"It is an incredible honor to again be acknowledged as a top franchisor in the country, especially for the fifth consecutive year," said Sandy Mazur, senior vice president of the franchise division of Spherion. "We are pleased to partner with FranSurvey and believe the remarkably high level of positive responses from our franchisees is a true testament of our company's core commitment to service excellence. FranSurvey has again given us a tremendous opportunity to leverage the findings of this survey to gather valuable insights into our franchisee population, ultimately allowing us to better understand franchisees' needs to best support them in reaching their goals. Although we couldn't be more pleased with the results of this year's survey, we remain dedicated to our ongoing efforts to proactively building positive relationships with this community and developing new ones in the future."

"Spherion understands that it takes strong franchise training and ongoing support to be successful. Their hard work to deliver unparalleled quality service and support to their franchisees is what makes them a World-Class Franchise," said Jeff Johnson, founder and C.E.O. of the Franchise Research Institute®.

(more)

You can also access our [Complete 2011 Spherion Franchise Owner Review](#). To find out more about Spherion's Franchise Division and current franchise opportunities, please visit www.spherionfranchise.com or call 1-800-903-0082.

About FranSurvey®

FranSurvey® is a comprehensive, confidential survey that provides input on all of the key variables in a franchise relationship including training, marketing, helpfulness of support staff, quality of products and services and more to provide a sense of whether current franchisees are energetic, successful, profitable and enthusiastic about their business. In order to receive certification, the franchisor must receive a positive rating on the survey's Quick Score questions from two-thirds (66 percent) or more of their franchisees. For more information about FranSurvey®, please visit www.fransurvey.com.

About Spherion Staffing Services

Spherion Staffing Services is a leading recruiting and staffing provider that specializes in placing administrative, clerical, customer service and light industrial candidates in temporary and full-time opportunities. As an industry pioneer for more than 60 years, Spherion has sourced, screened and placed millions of individuals in virtually every industry through a network of offices across the United States and Canada.

Spherion Staffing Services is a division of SFN Group, Inc. (NYSE:SFN). SFN operates a family of specialty businesses providing strategic workforce solutions in professional services and general staffing. To learn more, please visit www.spherion.com.

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