

For Immediate Release

HRMC, Inc. and SmashFly Partner to Integrate Job Posting Distribution and Tracking Feature in Candidate Screening and Assessment Platform

HRMC and Smashfly deliver comprehensive, Web-based recruiting, screening, and assessment solution that also enables posting to multiple job boards with one click.

Tampa, FL – June 12, 2007 – Human Resource Management Center, Inc. (HRMC), a pioneer in applying cutting-edge technology to talent acquisition, today announces a partnership with SmashFly, a leading provider of automated talent marketing solutions, to integrate job posting functionality within HRMC's Web-enabled candidate screening and assessment platform. Now, hiring managers can post positions to hundreds of job boards with a single click. Candidates can then apply directly to a posting on a job board using a Web and IVR-enabled process that combines all phases of screening and assessment into a seamless, single-session experience.

The process of posting jobs for many companies remains a manual, slow, and inefficient procedure that is typically done in an ad-hoc fashion, with no way of measuring overall results or performance. With SmashFly's SimplePost system, hiring managers can build job descriptions and distribute them to select job boards—covering everything from complimentary (SimplyHired) to paid sites (Monster) to those covering government positions (USA Jobs) to vertical markets (Call Center Classified)—with the click of a button.

The system will also automatically gather, track, and analyze the effectiveness of postings by capturing how often a job is viewed on each board, how many candidates apply, or how many e-mail submissions are received. HRMC AcclaimSM handles the entire pre-screening and assessment process—which includes realistic job previews, prescreening, behavioral interviewing, candidate ranking, and scheduling for the final interview—and defers the hiring manager's intervention to a later phase of the evaluation process where it is most needed. HRMC's ability to determine the quality of candidates referred from each source adds further clarity to the ROI analysis of job board performance.

"As a Web service, SmashFly will simplify the way our clients post their openings to various job boards and career sites," says Ron Selewach, of HRMC. "Clients will now be able to easily post their openings through our employer interface, which they are already familiar with. In addition to Acclaim's ability to automatically present realistic job previews and conduct interactive multimedia interviews and assessments, clients will now have a streamlined procedure for posting job openings."

"Web services technology will dramatically alter how enterprise software applications are built and SmashFly is uniquely positioned to deliver on these opportunities in the HR marketplace," says Michael Hennessy, Founder and CEO, SmashFly. "We are excited to be at the forefront of this next wave of technology and innovation and look forward to delivering these exciting new services to our clients and ultimately revolutionizing the way companies build their workforces."

About SmashFly Technologies

SmashFly Technologies helps companies market their job opportunities using their new Talent Marketing Platform, consisting of a comprehensive and integrated suite of services that enables companies to easily create, distribute, brand, and analyze their job opportunities across many channels such as job boards, social networks, contact databases, and more. Companies can leverage the talent marketing platform using a complete Web service API or as a stand-alone system. For more information, visit www.smashfly.com.

About HRMC

Founded in 1984, HRMC is a pioneer in applying cutting-edge technology to solve business' most pressing human capital challenges. The company's flagship HRMC AcclaimSM solution simplifies the management of all phases of the employee lifecycle and identifies opportunities for improvement. HRMC's technology automates a range of interrelated processes within a flexible, user-friendly framework, enabling organizations to streamline the acquisition and assessment of talent, evaluate new employees' readiness to contribute, and analyze the impact of a company's culture on retention and performance. Whether accessed over the Web or the phone, or both combined, users are led through an interactive experience that approximates true human interaction, resulting in more effective interviews and employee surveys. HRMC is headquartered in Tampa, Florida and is privately held. For more information, visit the company's Web site at www.hrmc.com.

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For additional information, contact:

Charles Epstein
BackBone, Inc.
Public Relations
561-470-0965
che@backboneinc.com