



For Immediate Release

Media Contact: Marli McCleary
Spherion Staffing
800 422-3819

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

FORT LAUDERDALE, Fla. - July 27, 2010 — Spherion Staffing Services, a recruiting, staffing and workforce solutions provider, today announced that it has been recognized for the fourth consecutive time 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 FranSurvey®, a survey which evaluates the relationship between franchisees and their franchisor.

Among the most notable responses received from Spherion franchisees:

- 92 percent of respondents gave a positive rating on the overall quality of Spherion as a franchisor.
- 90 percent of respondents gave a positive rating on the helpfulness of the franchisor's field representatives.
- 98 percent of respondents gave a positive rating on the initial opening support supplied by the franchisor.
- 98 percent of respondents gave a positive rating on the ongoing training and support supplied by the franchisor.
- 90 percent of respondents gave a positive rating when asked about the quality of products and services received by the franchisor.
- 92 percent of respondents gave a positive rating when asked about the helpfulness and communications between fellow franchisees.

"We are thrilled to be recognized as a top franchisor for the fourth consecutive year," said Sandy Mazur, senior vice president of the franchise division of Spherion Staffing Services. "Our franchise business leaders remained optimistic during this difficult economic period, and we couldn't be more pleased with this accolade. By allowing our franchisees to provide open and honest feedback about the level of support and services they are receiving, we are able to better evaluate our program and build upon a successful operation."

"FranSurvey utilizes a system of evaluating franchisee-satisfaction through first hand ratings and reviews directly from existing franchisees. The franchise opportunity provided by Spherion clearly ranks among the top three percent of the available franchises in the country," said Jeff Johnson, founder and C.E.O. of the Franchise Research Institute®.

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To access more detailed results of this survey, please visit [Spherion FranSurvey Results](#). 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 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.

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.

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