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HEADWAY ANNOUNCES POP-UP RETAIL WORKFORCE SOLUTION PROVIDING ON-DEMAND TALENT FOR TEMPORARY RETAIL LOCATIONS

RETAILERS ABLE TO STAFF POP-UP STORES THROUGH NATIONWIDE DELIVERY AS HEADWAY LAUNCHES ONLINE TALENT RESOURCE AT POPUPINSIDER.COM

RALEIGH, N.C. — JULY 7, 2011 — Headway Workforce Solutions, a North American recruitment and contingent labor provider, announced today its on-demand turnkey retail talent solution for pop-up retailers. “Providing pop-up stores access to qualified retail talent through a single source nationwide recruitment and staffing vehicle enables these retailers to focus more on merchandising, sales and running their business during their limited operational window, while Headway handles all of their staff and labor requirements”, stated JP Sakey, Headway’s President and CEO.

Headway’s Pop-Up Retail Workforce Solution serves all 50 states offering retailers a streamlined approach to find, recruit and employ workers for their temporary duration pop-up stores and locations. The program utilizes Headway’s proprietary job-seeker database of 2 million candidates, and provides retailers a variety of contingent (temporary) store managers, sales associates and regional supervisors at a fraction of the cost and time that retailers typically experience to staff and recruit for their pop-up locations. The solution has the additional option where retailers can outsource the day to day management and operational requirements of running their pop-up locations to Headway.

The company simultaneously announced that they have partnered with PopUpInsider, the retail industry’s leading source for pop-up retail and temporary real estate by introducing an online pop-up talent widget that enables site visitors to view retail talent levels on a market by market basis at www.popupinsider.com/popup-talent. Retail operators who count on PopUpInsider.com for key real estate information can now also review potential candidate levels in areas they are considering pop-up locations.

“We are pleased to provide our PopUpInsider.com users Headway’s interactive retail talent tool as they use our site to help them manage their pop-up location and real estate needs”, stated Christina Norsig, CEO & Founder of PopUpInsider.

About Headway

Headway Workforce Solutions connects organizations with superior talent and strategic workforce solutions that improve operational and financial results. The company’s centralized and technology-driven nationwide delivery optimizes direct-hire recruitment and contingent (temporary) workforce performance. Learn more by visiting www.HeadwayCorp.com.

About PopUpInsider.com

PopUpInsider.com is a highly targeted online exchange dedicated to pop-up shops, temporary retail or event space used to generate sales and market brands. For more information please visit www.popupinsider.com

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