



FOR IMMEDIATE RELEASE

JobApp Network, Inc. Names Blake Helppie CEO

New CEO's extensive business record is vital to company's rapid growth.

Troy, Mich. – Jan. 09, 2008 – JobApp Network, Inc. a national provider of a leading subscription-based, automated phone and Internet hourly hiring solution announced that Blake Helppie has been named CEO.

In his new position, Helppie assumes responsibility for building the corporate infrastructure needed to support JobApp Network's growth, establishing and maintaining partnerships and overseeing the development of the company's marketing strategies.

"We are delighted that Blake is going to lead JobApp Network through its next stages of development," said Richard Helppie, the company's board chairman. "His extensive business knowledge and expertise, along with his strong financial background will be valuable to the continued growth of the company."

In addition to his role at JobApp Network, Helppie is a partner at Vineyard Capital Group, a private equity group linking accredited investors with high growth companies. While at Vineyard Capital, Helppie was instrumental in the investment in JobApp Network and has been involved on a regular basis in the growth strategy for the company.

Prior to joining Vineyard, Helppie co-founded Dundee Shipping, a maritime logistics business serving the offshore oil industry in Brazil. While running the business, he grew revenue from \$0 to a \$4.2 million run-rate within 15 months and went cash-flow positive in the first month of client operations. Previously he worked for 4.5 years in investment banking and private equity at Goldman Sachs and, prior to that, served as a Strategic Planning consultant with Superior Consultant Company. Helppie was also the founder of one of the first residential point-to-point internet service providers in California in the Central Coast region in the early 1990s.

Helppie is a graduate of Georgetown University in Washington, DC where he completed his undergraduate studies with a dual major in finance and accounting. He also completed coursework at the University of Vienna in Austria and Trinity College at the University of Oxford in England. He is fluent in German and Portuguese as well.

Helppie currently resides in Detroit, Michigan. For a number of years he has been actively involved in supporting several student exchange programs.

About JobApp Network

JobApp Network is "Changing the Way America Hires its Hourly Employees." The Troy, Michigan-based company provides a unique subscription-based automated phone and Internet solution for employers with hourly employees. The company uses a patented process to source, screen and score future employees, streamlining the hiring process, improving the quality of hire, and reducing turnover. This automated talent acquisition, screening and assessment solution was developed over the past decade by working with some of the largest Fortune 1,000 companies in the world. To learn more about JobApp Network please contact, (248) 597-3775 or visit, www.JobAppNetwork.com.

###

Media Contact: Kristin Mullen, Hermanoff & Associates, 248.851.3993, kmullen@hermanoff.net