



FOR IMMEDIATE RELEASE

## JobApp Network's Solution Now Fully Bilingual

*Company's innovative web and phone portals  
for hourly hiring now available in English & Spanish*

**Troy, Mich. – Feb. 19, 2008** – JobApp Network, Inc., a national provider of a leading subscription-based, automated phone and web solution for hourly and field-level hiring, announced the successful launch of their Spanish language, phone-based system. JobApp Network is the national leader in providing integrated and automated web and phone-based hiring solutions, built specifically for field hiring at the store, restaurant, facility, or factory level.

The now fully bilingual phone portal complements the company's existing web-based offering, also available in Spanish and English, and is expected to enhance application collection for hourly employers in markets with large Latino populations. JobApp's Spanish language phone and web solution is now in active pilot at approximately 50 client locations in Texas and Tennessee and is expected to be rolled out to approximately 300 locations nationally by April. The fully bilingual solution will be used initially to assist major national restaurant operators to attract, screen and hire high quality employees in many markets.

Based on the first three weeks of applicant flow statistics at a major JobApp pilot customer, over 80% of Spanish-speakers are applying by phone in Spanish, rather than by web in Spanish. The addition of the Spanish language phone portal has boosted Spanish-speaking applicant flow by over 600%.

"JobApp's solution already had a competitive advantage in hourly hiring, allowing applicants to apply via the phone and web, using the same exact application process," states Blake Helppie, CEO of JobApp. "We have now broadened that advantage by providing applicants a way to apply in Spanish and English, by phone and web. Bilingual hiring is critical in certain markets that JobApp services, such as restaurants, retail, hospitality and healthcare."

The JobApp solution streamlines hiring processes by sourcing, screening, and scoring applicants, allowing managers to immediately access the best candidates. The system also automates background checks, tax credit eligibility screening, and employment forms, helping to turn field-level managers into hiring experts. Unlike the plethora of applicant tracking offerings that fill today's HR landscape, JobApp Network fully addresses the "Rapid Hire" market by offering a proven and focused solution for hourly hiring, which is a fundamentally different process than hiring salaried professionals.

The JobApp automated hiring solution is configurable to accommodate centralized and de-centralized hiring organizations, providing value and ease of use at the corporate, regional, and field manager levels. JobApp has products to serve both corporate enterprises and franchise organizations.

### **About JobApp Network**

*JobApp Network, Inc, based in Troy, Michigan, 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, cutting the time-to-hire, improving the quality of hire, and reducing turnover. The JobApp Network solution provides a strong hourly hiring solution with unique "match-making" capabilities, which relate location hiring needs with the applicants' desires preferences and abilities. 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](http://www.JobAppNetwork.com).*

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