



ManpowerGroup™

Manpower Inc. Convenes Avatar Thought Leaders in Second Life to Discuss Virtual Workforce of the Future

September 1, 2009

Milwaukee, Wis., USA (1 September 2009) - Manpower Inc., a world leader in the employment services industry, will host a provocative hourlong discussion, "The Evolution of the Virtual Workforce" on Tuesday, September 1 at 11am ET in the virtual world of Second Life.

The event will feature digital work expert Don Tapscott, best-selling author of "Grown-Up Digital" and "Wikinomics." Tapscott will be joined by Manpower Inc. Chairman and CEO Jeff Joerres; Linden Lab Executive Director of Enterprise Marketing, Amanda Van Nuys; Manpower Senior Vice President for Global Workforce Strategy, Tammy Johns; Manager of e-learning Strategy and Education Solutions for IBM's Center for Advanced Learning; Chuck Hamilton; and President of Louisiana Digital Workforce non-profit 3D Squared, Spencer Zuzolo. The event will be moderated by CEO and Creative Director of Dancing Ink Productions, Rita King.

"Since we established our presence in Second Life two years ago, social networks have completely evolved the labor market," said Manpower Inc. Chairman and CEO Jeff Joerres. "Now, every social network has some underlying current related to job searching or career development. We are seeing the emergence of a flexible new model for virtual work, led by entrepreneurial, tech-savvy individuals who dictate when, where and how they work. We are focused on what motivates and interests this new breed of workers, giving us the ability to create practical solutions that help our clients attract, engage and retain winning talent."

Manpower's Second Life Island is one of many virtual programs Manpower has explored to lead in the changing world of work. Through its subsidiary, Right Management, Manpower recently formalized an exclusive partnership with LinkedIn®, the professional networking website, to work with individuals to develop profiles that showcase their knowledge and expertise and provide them with specialized training, integrating LinkedIn's functionality and networking capabilities with Right Management's industry-leading outplacement solution - RightChoice®. And later this year, Manpower will roll out a social networking community that connects individuals to customized career development insights and invites them to proactively navigate and manage their careers.

"The discussion will focus not only on how work is changing as a result of technology, but how the workforce is changing," said Tammy Johns, Manpower's Senior Vice President for Global Workforce Strategy. "By regularly convening thought leaders of this caliber, investing in innovative technology platforms, producing cutting edge thought leadership, we are helping to define work practices, providing our clients and potential candidates invaluable insight about what's now and next in our industry."

Don Tapscott's book, "Grown Up Digital" focuses on a workplace evolution. He has been documenting what he calls the Net Generation since his own children, now adults in their twenties, have grown up. This generation is characterized by creativity, ability to collaborate and comfort with multitasking across digital media and even simultaneous multiple realities. Tapscott believes that their culture will come to dominate the world of work.

"As a new global culture and economy take shape, available technology and human creativity are transforming how the workforce operates," said Rita J. King, CEO and Creative Director of Dancing Ink Productions. "This conversation, broadcast live to the internet from Second Life, will facilitate dialogue on this critical topic and illuminate best practices for the workplace at a time of metamorphosis."

Observers from around the world are invited to take part in this event by registering for the live stream at the Dancing Ink Productions website (link: <http://dancinginkproductions.com/live-events>). Participants will be able to view and participate in the event both from Second Life and from the web. Those participating from the web will be able to communicate in live, real-time chat with event participants in Second Life.

About Dancing Ink Productions

Dancing Ink Productions (DIP) is a full-service creative company that develops business strategy, policy, immersive narrative and mixed media, mixed-reality content including games, conferences and cultural intelligence for a new global culture and economy in the Imagination Age. DIP works across multiple social media platforms and within virtual worlds on cost-cutting solutions to amplify creativity and innovation while bringing together geographically dispersed members of the evolving global workforce, culture and economy. For clients taking their first steps in the digital culture, DIP streamlines the experience and creates strategic plans for participation. For experienced clients, such as IBM, the American University in Cairo, Manpower Inc. and Linden Lab, we collaborate on identifying and sharing a brand's core narrative through creative mixed-media including data visualization and documentaries. DIP works with governments and organizations to contextualize the evolving culture of the Internet, providing cultural intelligence and strategic foreign policy guidance toward and a fundamental understanding of how culture is shifting in the Internet era.

About Manpower Inc.

Manpower Inc. (NYSE: MAN) is a world leader in the employment services industry; creating and delivering services that enable its clients to win in the changing world of work. With over 60 years' experience, the \$22 billion company offers employers a range of services for the entire employment and business cycle including permanent, temporary and contract recruitment; employee assessment and selection; training; outplacement; outsourcing and consulting. Manpower's worldwide network of 4,100 offices in 82 countries and territories enables the company to meet the needs of its 400,000 clients per year, including small and medium size enterprises in all industry sectors, as well as the world's largest multinational corporations. The focus of Manpower's work is on raising productivity through improved quality, efficiency and cost-reduction across their total workforce, enabling clients to concentrate on their core business activities. Manpower Inc. operates under five brands: Manpower, Manpower Professional, Elan, Jefferson Wells and Right Management. More information on Manpower Inc. is available at www.manpower.com.

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