



ManpowerGroup™

## "Row For Freedom," Supported by ManpowerGroup, Achieves Double World Record-Breaking Feat

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BARBADOS, Jan. 23, 2012 /PRNewswire/ -- ManpowerGroup (NYSE: MAN), the world leader in innovative workforce solutions, is delighted to announce that the Row for Freedom team has set a double world record in completing their epic endeavor to row 3,000 miles unaided across the Atlantic Ocean. After 45 grueling days at sea, the courageous and determined team of five ordinary women became the fastest female crew to cross the Atlantic Ocean, and the first female five to row any ocean.

(Photo: <http://photos.prnewswire.com/prnh/20120123/CG40279-a>)

(Photo: <http://photos.prnewswire.com/prnh/20120123/CG40279-b>)

(Logo: <http://photos.prnewswire.com/prnh/20110330/CG73938LOGO-a>)

Julia Immonen, Debbie Beadle, Helen Leigh, Kate Richardson and Katie Pattison-Hart elevated the issue of human trafficking on the global agenda by rowing 24 hours a day — two hours on, two hours off — *in The Guardian, Supported by ManpowerGroup*, and battling 30-foot waves, violent sea sickness, sleep deprivation, the failure of their steering system and their water-maker catching fire, requiring a laborious hand-pumping process to produce vital drinking water.

The team finished in a creditable fifth place after making the crossing from the Canary Islands to Barbados on a route previously part of the Atlantic slave trade in a time of 45 days, 15 hours and 26 minutes, including spending Christmas at sea, to raise money for ECPAT UK and the A21 campaign — two charities supporting victims of human trafficking and forced labor.

"This is a truly outstanding example of how the unbreakable human spirit can overcome all obstacles as five brave women endured everything the ocean could throw at them to achieve this record-breaking feat," said David Arkless, President Global Corporate and Government Affairs at ManpowerGroup and President of the End Human Trafficking Now campaign. "More people have gone into space or scaled Mount Everest than rowed an ocean, yet the Row For Freedom team has made the impossible humanly possible to help exploited individuals have a better chance at earning a safe and dignified living."

Friends and family of the five women were in Barbados to greet them as they crossed the finish line, marking an emotional climax to their epic voyage. You can view a video of the women's triumphant arrival in Port St. Charles, Barbados, at: <http://www.taliskerwhiskyatlanticchallenge.com/team/row-for-freedom>

"We are blown away to have achieved two world records. These are an added bonus to our most important goal — to raise awareness of the horrific crime of women, men and children being sold, exploited and trafficked around the world," said 30-year-old Row for Freedom skipper Debbie Beadle. "It's overwhelming to see our families and friends. Our bodies are falling apart — we're waking up with our hands cramped into the rowing position and our backs aching."

"Human trafficking is the second-largest criminal industry in the world today, and is the fastest growing. We all have a responsibility — as corporations, governments and individuals — to help end these crimes against human decency," added Arkless. "The outstanding efforts of these five women are a reminder that anyone anywhere can make a difference."

Contemporary slavery takes various forms and affects people of all ages, sex and race. Across the world products such as cotton, leather goods, tobacco, rubber and cocoa are still being produced using child labor or forced labor. ManpowerGroup is actively involved in the End Human Trafficking Now Campaign, the Not For Sale Campaign and was the first company to sign the Athens Ethical Principles, which declare a "zero tolerance" policy on working with any organization that benefits in any way from human trafficking.

### About ManpowerGroup

ManpowerGroup™ (NYSE: MAN), the world leader in innovative workforce solutions, creates and delivers high-impact solutions that enable our clients to achieve their business goals and enhance their competitiveness. With over 60 years of experience, our \$22 billion company creates unique time to value through a comprehensive suite of innovative solutions that help clients win in the Human Age. These solutions cover an entire range of talent-driven needs from recruitment and assessment, training and development, and career management, to outsourcing and workforce consulting. ManpowerGroup maintains the world's largest and industry-leading network of nearly 3,900 offices in 80 countries and territories, generating a dynamic mix of an unmatched global footprint with valuable insight and local expertise to meet the needs of its 400,000 clients per year, across all industry sectors, small and medium-sized enterprises, local, multinational and global companies. By connecting our deep understanding of human potential to the ambitions of clients, ManpowerGroup helps the organizations and individuals we serve achieve more than they imagined — because their success leads to our success. And by creating these powerful connections, we create power that drives organizations forward, accelerates personal success and builds more sustainable communities. We help power the world of work. The ManpowerGroup suite of solutions is offered through ManpowerGroup™ Solutions, Manpower®, Experis™ and Right Management®. Learn more about how the ManpowerGroup can help you win in the Human Age at [www.manpowergroup.com](http://www.manpowergroup.com).

ManpowerGroup is the most trusted brand in the industry, being the only company in our industry to be named to the Ethisphere Institute's 2011 World's Most Ethical Companies list for our proven commitment to ethical business practices, including an outstanding commitment to ethical

leadership, compliance practices and corporate social responsibility. In addition, ManpowerGroup has also been recognized as the industry leader by *Fortune* magazine, who named the company in first place on its 2011 list of the Most Admired Companies in the temporary help sector.

In January 2011, at the World Economic Forum Annual Meeting in Davos, Switzerland, ManpowerGroup announced the world has entered the Human Age, where talent has replaced capital as the key competitive differentiator. Learn more about this new age at [www.manpowergroup.com/humanage](http://www.manpowergroup.com/humanage)

Gain access to ManpowerGroup's extensive thought leadership papers, annual Talent Shortage surveys and the Manpower Employment Outlook Survey, one of the most trusted indices of employment activity in the world, via the ManpowerGroup World of Work Insight iPad application. This thought leadership app explores the challenges faced by employers navigating the changing world of work and provides in-depth commentary, analysis, insight and advice on strategies for success.

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