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**IMPACT Group Unveils New Branding**  
*Firm's New Look Emphasizes Enriched Programs, Technology*

SAINT LOUIS – October 22, 2007 -- IMPACT Group, a global leader in relocation and career transition solutions formally unveiled a new brand identity today that signifies the company's evolution in providing best-in-class career and relocation transition programs. The firm's new branding demonstrates the company's focus on generating strong market awareness for its three core areas of business: Relocation, Outplacement and Retirement Coaching. All three services are supported by the company's revolutionary delivery model –*iSolutions*- which integrates expert Transition Coaching with best-in-class technology.

The new brand campaign involves changes to the company's three lines of business. "Relocation Transition Assistance and Spousal Assistance" is now "*iRelocation*", "Career Transition Solutions" is now "*iOutplacement*" and "Retirement Coaching" is now "*iRetirement*". IMPACT Group's delivery model of blending people and technology is now "*iSolutions*". The "*i*" represents IMPACT Group's ability to **innovate** and **integrate**.

The company has also developed a new tagline: "The Transition Expert." This tagline is IMPACT Group's unique brand promise and is designed to communicate our leadership, expertise and passion for making a difference.

"The new branding simplifies and unifies the look and feel across IMPACT Group's services in an effort to better communicate important characteristics and value to clients," said Cristina McCormick, Marketing Director for IMPACT Group. "IMPACT Group has been a leader in transition for almost 20 years. The branding initiative highlights IMPACT Group's past innovations and continued successes while helps position new areas of the company as our products and services evolve. This evolution will allow the company to be better recognized for our contributions, establish a stronger connection with our clients and strengthen our overall position in the HR marketplace."

"With the recent acquisition of Spherion's Human Resource Consulting business unit, we felt this would be the best time to transition our brand," said Laura Herring, President and CEO of IMPACT Group. "As 'The Transition Expert' we demonstrate our leadership, expertise and passion for making a positive difference for our customers and their employees in transition. The tagline incorporates the expertise and dedication of IMPACT Group."

**About IMPACT Group**

IMPACT Group is a global, WBE-certified company recognized as the leader in relocation and career transition solutions. IMPACT Group's Relocation Transition Assistance, Outplacement, and Retirement Coaching services have assisted over 300 Fortune and Global 500 companies and more than 300,000 individuals in over 4,500 locations worldwide. For the past 19 years, IMPACT Group has developed an unrivaled expertise in relocation and career transition through the utilization of next-generation technologies delivered by expert, certified career/family coaches. The passion to make a positive difference by the IMPACT team has earned IMPACT Group a ranking of #1 in customer satisfaction for 10 consecutive years by Trippel Survey & Research. Visit IMPACT Group online at [www.impactgrouphr.com](http://www.impactgrouphr.com).

In June 2007, IMPACT Group acquired Spherion Corporation's Human Resource Consulting Division (HRC) which provides outplacement services throughout the U.S. The alignment of companies will advance IMPACT Group's leadership in the outplacement arena, expanding IMPACT Group's portfolio of relocation, outplacement and retirement transition services. The division brings to IMPACT Group approximately 150 Fortune 500 clients and four local offices in Albany, NY, Toledo, OH, Chicago, IL and Houston, TX.

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