



ManpowerGroup™

Manpower Inc. Launches World of Work Insight in the Human Age Through New iPad Application

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DAVOS, Switzerland, Jan. 27, 2011 /PRNewswire/ -- Manpower Inc. (NYSE: MAN), world leader in innovative workforce solutions and a strategic partner of the World Economic Forum (WEF), announced today it has launched the "World of Work Insight" application on Apple's popular iPad. The purpose of the Manpower iPad app is to provide dynamic access to the company's insight and substantial research on the most critical trends and issues affecting today's global economy.

(Logo: <http://photos.prnewswire.com/prnh/20060221/CGTU012LOGO>)

Manpower's World of Work Insight iPad app will feature the company's recent research and platform for future research, including Manpower's quarterly Employment Outlook Survey and Annual Talent Shortage Survey. This thought leadership app will explore the challenges faced by employers navigating the changing world of work and provide in-depth commentary, analysis, insight and advice on strategies for success.

"The world has undergone momentous change over the last few years. Now we have to come to terms with the fact that the rate of change is accelerating and there will be no reset to 'normal,'" said Jeff Joerres, Manpower Inc. Chairman and CEO. "In this new age of high volatility and lean organizations, talent is becoming the new 'it' — replacing capital as the competitive differentiator. This app will enable employers to instantly tune in to Manpower's expertise and insight, keep pace with our shifting new reality, and help them align their talent strategy with their business strategy to win."

The World of Work Insight iPad application will better mobilize Manpower's solutions and improve accessibility from a platform favored by business leaders worldwide. Manpower is unveiling this thought leadership vehicle at this year's WEF, where some of the most powerful business, political and academic leaders converge to shape solutions around global issues.

The application includes an executive summary from Manpower Inc. Chairman & CEO Jeffrey A. Joerres that introduces and explains that the world is entering the Human Age is the new reality, and how human potential will be a major driver of economic growth.

Access to Manpower's extensive thought leadership papers, surveys and the results of Manpower data including the Manpower Employment Outlook Survey are featured on the app, as well as resources organized with preview, search, filter, sort and share functions. To download the app, go to: <http://itunes.apple.com/us/app/world-of-work-insights/id413666954?mt=8>

Manpower Inc. is proud to be a strategic partner of the World Economic Forum 2011 Annual Meeting. Jeff Joerres, Manpower Inc. Chairman and CEO; David Arkless, Manpower Inc. President of Corporate and Government Affairs; Françoise Gri, Manpower Inc. President of Southern Europe; and Jonas Prising, Manpower Inc. President of the Americas, are all participating in high-profile panels at this year's annual forum. Manpower partners with WEF on several initiatives, and in 2010, Joerres co-chaired the World Economic Forum on Europe meeting, Arkless is Chair of the Global Agenda Council on Skills & Talent Mobility. For more information about Manpower's presence at the World Economic Forum 2011 Annual Meeting, go to: <http://www.manpower.com/press/wef2011.cfm>. Joerres will also be sharing regular insight and expertise via Twitter on events in Davos and transformational implications for the world of work. Follow Joerres' tweets at www.twitter.com/manpowerceo.

Enter the Human Age at: www.manpower.com/humanage.

About Manpower Inc.

Manpower Inc. (NYSE: MAN), world leader in innovative workforce solutions; creates and delivers services that enable its clients to win in the changing world of work. With over 62 years' experience, Manpower offers employers a range of solutions and 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 4,000 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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