



ManpowerGroup™

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Manpower and AARP Reinvent Retirement With Featured Employers Program

Demographic Shifts, New Attitudes About Retirement Prompt Rise of Mature Workers

MILWAUKEE, Feb 28, 2005 /PRNewswire-FirstCall via COMTEX/ -- Manpower Inc. and AARP announced today that they have joined forces in the Featured Employers Program, a major new initiative that will enhance the role of Americans aged 50+ in the workforce.

We know that by 2010, almost one in three workers will be at least 50 years of age. We also know that, as the baby boomer generation approaches retirement age, the pool of replacement workers will not be large enough to meet employers' labor demands. At the same time, those in their 50s, 60s and beyond are increasingly not ready to settle into a traditional retirement lifestyle that does not include work. After all, the average person is living longer, and many 50+ Americans desire new challenges, social connections or extra income, all of which they can find through employment. As an AARP Featured Employer, Manpower will address all of these issues head-on with an aggressive program of recruiting, hiring and retaining mature workers.

"Manpower and the 50+ community were bound to connect based on the critical role we both play in the workplace. We are thrilled to make a formal connection through the AARP Featured Employers program. Together, we will reinvent retirement the way mature workers want it -- with a choice of flexible job options," said Melanie Holmes, Senior Vice President for Manpower Inc.

Manpower has a lot to offer the older worker. As one of the world's oldest, largest and most respected staffing companies, Manpower can help qualified candidates hone in on the qualities that define the ideal job; provide training and skills enhancement; and secure employment opportunities, all at no cost to the mature job seeker. Manpower is a direct link to a variety of jobs in the community, be it with a Fortune 500 corporation or a small, family-owned business.

The Featured Employers Program is part of AARP Foundation's Workforce Initiative. The goal is to connect mature workers with job opportunities by 1.) helping 50+ workers re-enter or remain in the workforce by linking them with skills assessment tools and training resources; 2.) connecting those who may want full- or part-time jobs or new careers with companies who value their experience; 3.) acting as a resource to large and small companies to help them understand the needs and interests of a mature workforce.

The Featured Employers model is a proven success. Last February, AARP formed its first hiring partnership with The Home Depot. Together, AARP and Home Depot launched a national program to attract, motivate and retain eligible older workers in new and existing stores across the country. Interest surfaced immediately and continued throughout the year, resulting in hundreds of thousands of inquiries from AARP members and others interested in employment.

Manpower is the only Wisconsin-based company in the AARP Featured Employers Program. Other Featured Employers include Adecco, AlliedBarton Security Services, Borders Group Inc., Express Personnel Services, Johns Hopkins Health Systems, Kelly Services, MetLife Inc., Pitney Bowes, Principal Financial Group, The Home Depot, Universal Health Services and Walgreens.

Mature job seekers and employers interested in learning more about the role of older Americans in the workforce can visit Manpower's Web site at <http://www.us.manpower.com/reinvent> . They may also visit AARP's Web site at <http://www.aarp.org/featuredemployers> to learn about each Featured Employer, including types of jobs available, benefits and how to apply. The Web site provides a link to applications, instructions and additional information about each company.

About Manpower Inc.

Manpower Inc. (NYSE: MAN) is a world leader in the employment services industry, offering customers a continuum of services to meet their needs throughout the employment and business cycle. The company specializes in permanent, temporary and contract recruitment; employee assessment; training; career transition and organizational consulting services. Manpower's worldwide network of 4,300 offices in 67 countries and territories enables the company to meet the needs of its 400,000

customers 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, enabling customers to concentrate on their core business activities. In addition to the Manpower brand, the company operates under the brand names of Right Management Consultants, Jefferson Wells, Elan and Brook Street. More information on Manpower Inc. is available at <http://www.manpower.com> .

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