

For Immediate Release

Innovative Launches www.go2innovative.com and New Brand Identity

(Dallas, Texas, March 7th, 2005) Innovative announced the launch of its new brand image today, including its newly designed website www.go2innovative.com, its brand logo, and new marketing collateral.

Among the changes are the newly titled nSourceHIRE, for its traditional “fee-per-hire” and contract services, and nSourceCPO for Contractor Process Outsourcing, formerly its nSourceW2 Service.

“We felt our branding needed to be updated to reflect our customer-centric human equity model, by which our customers can build more ownership in their hiring solutions than ever before,” stated Andrew Jackson, Senior Vice President and Co-Founder at Innovative. “We also wanted to drop the Staffing reference to our name because we feel our solutions address so much more than what the traditional staffing model brings.”

Innovative is currently conducting a nationwide marketing campaign, with appearances scheduled at several trade shows and industry conferences this year. New marketing is currently available for download on the company’s new website at www.go2innovative.com.

About Innovative

Innovative was founded in 1997 as The I.S.A. Group, LLC to provide contingency search and contract staffing solutions for companies with hiring needs such as IT, Engineering, Finance & Accounting, and Corporate Administration. In 2001, Innovative launched its nSource Services of hosted recruitment process outsourcing (RPO) and contractor process outsourcing solutions designed to reduce costs, streamline processes, and improve performance across the hiring supply chain.

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