UNITED STATES SECURITIES AND EXCHANGE COMMISSION WASHINGTON, DC 20549

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934

Date of Report (Date of earliest event reported): September 10, 2014

GENERAL EMPLOYMENT ENTERPRISES, INC

(Exact name of registrant as specified in its charter)

Illinois	1-05707	36-6097429		
(State or other jurisdiction of incorporation or organization)	(Commission File Number)	(I.R.S. Employer Identification Number)		
184 Shuman Blvd., Ste. 420, Naperville, Illinois		60563		
(Address of principal executive offices)		(Zip Code)		
Registrant's telephone number, including area code:		(630) 954-0400		

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

□ Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)

Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)

Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))

Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Item 7.01 Regulation FD Disclosure

On September 11, 2014, Mr. Andrew Norstrud, Chief Executive Officer of the Company, will give a presentation at the SeeThruEquity Fall Microcap Investor Conference in New York, NY. Mr. Norstrud will provide an update on the Company as presented in the power point presentation which has been included as Exhibit 99.1.

On September 8, the Company issued a press release related to the completed implantation of its new cloud-based software for its professional services division. A copy of the press release is attached as Exhibit 99.3.

Item 9.01 Financial Statements and Exhibits.

Exhibit	
No.	Description
<u>99.1</u>	PowerPoint presentation by General Employment Enterprises, Inc., September 11, 2014.
<u>99.2</u>	Press release issued by General Employment Enterprises, Inc. dated September 9, 2014.
<u>99.3</u>	Press release issued by General Employment Enterprises, Inc. dated September 8, 2014

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

GENERAL EMPLOYMENT ENTERPRISES, INC. (Registrant)

Date: September 10, 2014

<u>By: /s/ Francis J. Elenio</u> Francis J. Elenio Chief Financial Officer

G General Employment Enterprises

Employing America since 1893

INVESTOR PRESENTATION SEPTEMBER 2014 NYSE: JOB



Forward Looking Statements

This presentation contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934, including statements regarding the business of the Company and its industry generally, business strategy and prospects. These statements are based on the Company's estimates, projections, beliefs and assumptions and are not guarantees of future performance. These forward-looking statements are subject to various risks and uncertainties, which may cause actual results to differ materially from the forward-looking statements. The Company disclaims any obligation to update these forwardlooking statements except as required by law.

Key Information

State of Incorporation	Illinois	
Year End	9/30	
Symbol	NYSE: JOB	
Recent Price	\$0.17	
Market Capitalization	\$4.4 million	
Shares Outstanding	25.9 million	
Float	7.8 million	
Shares Authorized	200 million	
Transfer Agent	Continental Stock Transfer & Trust Co	

Source: YahooFinance. As of September 8, 2014.

Investment Thesis – Why Invest in GEE?

- G Rich History: In business for over 120 years.
- G Experienced Management Team: Newly appointed Management Team, Board of Directors, and Advisory Board with experience in public company management and compliance, staffing industry experience, acquisitions, and restructuring for profitability.
- G Favorable Market Trends: Staffing industry is inelastic as a growing economy results in increase in demand for professional services while the tightening of the economy results in increased need for temporary employment placement services. Furthermore, the Affordable Care Act has resulted in a shift in staffing strategies as it relates to the overall benefits requirements for Companies around the United States.
- **Expanded Product and Service Set:** With the acquisition of Pivot, GEE is now poised to offer a complete suite of products and services for corporate clients and staffing companies alike. Furthermore, the scale of the combined entities has enabled GEE to begin rolling out the JOB Insurance product, reducing the Worker Compensation expense and creating a scalable platform for both organic growth and strategic acquisitions.
- **ONYSE Listing:** The NYSE continues to work with GEE to ensure the Company remains listed on the NYSE exchange.
- G Valuation: At the current market capitalization, the Company is trading at a Price/Sales (ttm) of 0.10x versus an industry average of 0.87x.

Executive Summary

General Employment Enterprises, Inc. (NYSE MKT: JOB) has been providing staffing services for over 120 years through its network of branch offices located in major metropolitan areas throughout the United States.

GEE currently offers both Professional Staffing Services and Industrial Staffing Services in 45 states through over 35 offices, strategically located throughout the United States.

In 2014, GEE acquired Pivot Employment Platforms which has enabled GEE to augment their traditional staffing products with other nontraditional staffing services offerings such as PEO/HRO platforms, Workforce Strategy platforms, Employer of Record and Administrative only platforms for use by other staffing companies, and the ability to roll out JOB Insurance.

Experienced Core Management

Andrew J. Norstrud, CEO – Mr. Norstrud started with GEE in March of 2013 and brings significant experience with public companies in the areas of financial reporting, restructuring for profitability and growth, acquisitions, and technology.

Cary Daniel – Mr. Daniel has 18 years of industry experience and 3 years of acquisition finance experience having participated or consulted in over 20 personal and/or 3^{rd} party acquisitions. Mr. Daniel is also a serial entrepreneur having been designated as an Ernst & Young Entrepreneur of the Year – Finalist and having successfully built and exited ventures that have made the Inc. 100, Inc. 500 (3x), and Ingrams 100 (5x) lists.

Frank Elenio, **CFO** – Mr. Elenio has a long history of SEC financial reporting compliance as well as working with rapidly growing entities to develop internal reporting metrics and budget, and implementing strong financial controls. Frank has been involved with several financing and has been the CFO of several other public companies.

Experienced Core Management

Deborah Santora-Tuohy, President of Staffing –Mrs. Santora-Tuohy has been with the Light Industrial Division for over 23 years, and was recently promoted to President of the Staffing Division to focus on internal expansion outside of Ohio and increasing profitability.

James Windmiller, – An 18 year veteran in the employment services industry, Mr. Windmiller has spent the past 10 years with Nextaff. Prior to forming Nextaff, Mr. Windmiller was COO and Co-Founder of Human Resource, LLC, a temporary staffing and recruiting firm based in Kansas City, MO that operated 6 locations in MO, KS and CO prior to a liquidity event in 2003.

Branch Level Managers – Our offices are operated by long tenured managers that have spent more than 10 years with General Employment, with our longest tenured manager at 45 years and continues to operate a profitable location in Columbus, Ohio.



Employing America since 1893

US Staffing Industry Metrics

- G Domestic staffing is a \$215 billion industry.
- G Over 32,000 US-based staffing companies.
- G 15,000 companies generating less than \$20 million in revenue, representing significant industry fragmentation and excellent opportunity to employ a roll-up strategy.
- 3 90% of US businesses use staffing services.
- US staffing industry will grow faster and add more jobs than any other industry over the next decade.
- ^G In the 5 years following the recession, US staffing firms created more new jobs than any other industry.
- **G** US staffing companies employ an average of 2.96 million temporary and contract workers per day.
- G Utilization of staffing companies is quickly becoming part of normal business, and industry experts expect the industry to significantly grow over the next five years.

Favorable Demand-Side Trends

- C <u>Efficiency Factor</u>: Employers seeking to maximize efficiency and reduce cost are leveraging contingent workforces supplied by staffing companies to achieve the competitive advantage a variable cost structure can provide.
- G Shift in Attitude: A fundamental change in attitudes regarding temporary employees in the workforce fosters growing demand within the staffing industry. More companies are likely to use a mix of permanent staff, temporary workers and labor-hire employment services, along with other value-added out-sourced services, such as outsourced human resource services.
- G <u>'Made in America' Renaissance</u>: Growth due to the renaissance in US manufacturing sector requires highly skilled temporary labor.
- G <u>Liability Concerns</u>: Employers are increasingly looking to reduce their financial liability as it relates to their workforce.

Favorable Supply-Side Trends

- G <u>Shift in Attitude</u>: Fundamental change in attitudes regarding flexible working hours and arrangements offered by temporary contracts.
- <u>Necessity</u>: Significant increase in the unemployment rate in the US, particularly as it relates to full-time employment has led to a larger pool of professionals seeking work and income.
- <u>Attractiveness</u>: Increased hourly demands of salaried employees have increased the attractiveness of temporary or project-based work. In some cases, they are better paid jobs.
- G <u>Technology</u>: New technology innovation and mobility makes it easy for employees to "port" their skills to a new employer.
- G <u>Competition Factor</u>: Keeping pace with competition is driving a growing number of employees to prefer project-based work where they are more likely to learn or use new skills.

Industry Prime for Consolidation

- G <u>Insurance</u>: Insurance and especially Workers Compensation is a fundamental problem for smaller staffing companies and with certain class codes there are few choices, other than specialized PEO's, which significantly reduce margins.
- <u>Regulations</u>: Employment regulations have continued to grow and smaller staffing companies continue to find it difficult to comply with these regulations and continue to be profitable.
- G Lack of Viable Exit Strategy: Staffing Companies with less than \$100 million in revenue without a specialized niche market have few options.
- Competition and Turnover of Businesses: Numerous staffing business go out of business to reset workers compensation rates, SUTA, FUTA rates, etc. and open three doors down with the same business to be able to compete in the market.
- G <u>Finance</u>: Since 2009, obtaining lines of credit that can keep pace with growth, has been difficult for the majority of smaller staffing companies.

Public Staffing Company Summary

Company Name (TCKR)	Revenues (ttm) (\$000's)	Market Cap (\$000's)	Price /Sales (ttm)	Trailing P/E (ttm)	EPS (ttm)
Manpower (MAN)	20,250,000	6,410,000	0.32	22.26	3.62
Kelly Services (KELYA)	5,410,000	799,870	0.15	13.85	1.54
Robert Half (RHI)	4,310,000	5,850,000	1.36	23.03	1.88
TrueBlue (TBI)	1,670,000	1,060,000	0.63	24.07	1.11
Korn Ferry (KFY)	936,490	1,430,000	1.53	21.89	1.31
Huron Consulting (HURN)	720,520	1,340,000	1.86	21.41	2.92
Resources Connection (RECN)	555,580	503,010	0.91	28.20	0.46
RCM Technologies (RCMT)	170,780	83,180	0.49	41.75	0.16
Staffing 360 Solutions (STAF)	3,940	54,520	13.84	N/A	-0.46
Corporate Resource Services (CRRS)	923,830	480,650	0.52	27.98	0.11
Kforce (KFRC)	1,150,000	704,750	0.61	66.91	0.32
On Assignment (ASGN)	1,630,000	1,870,000	1.15	22.25	1.55
General Employment Enterprises (JOB)	44,290	4,580	0.10	N/A	-0.10



Employing America since 1893

GEE: Then and Now (1893 – 2014)

Historical (1893 to 2012)

- G Rich history in the staffing industry dating back to 1893.
- ^G Publicly traded (Ticker: JOB) on the AMEX (now part of the NYSE) for the last 50 years.
- G Historically thrived under strong leadership, despite the number of recessions throughout 1900's.
- ³ Business was adversely affected following the death of long-time CEO in 2001. The takeover of an unprepared management team led to an overall decline in business performance and loss of resiliency to survive the 2008 recession.

Current (2013 to 2014)

- Newly appointed and highly experienced management team that is committed to growing & maximizing shareholder value.
- Initiatives including consolidation in spending, elimination of unnecessary payroll and other expenses, and roll out of new technology foundation are in the process of being implemented which will allow for greater efficiency and easier integration of future acquisitions.
- G Acquired Pivot Employment Platforms in August 2014, creating a platform for other strategic acquisitions and organic growth via PEO/HRO, Employer of Record and Administrative Only platforms and JOB Insurance.









G We are the experts to help grow their business





Consolidated Organization



Service We Provide

- G <u>**Professional Staffing Services**</u>, offered on either a full-time direct hire basis or a temporary contract basis, are available to clients in the following high-growth sectors:
 - Information Technology
 - Engineering
 - Accounting
 - Skilled Trades
- G Industrial Staffing Services, offered temporarily on a daily or weekly basis, are provided for its light industrial clients primarily in Ohio and Pennsylvania.
- G <u>JOB Insurance</u> is a newly organized, Delaware corporation that will initially focus on workers compensation and then expand its insurance offerings to other business related insurance coverage.

Corporate Profile



▼ <u>Nextaff</u>: A franchisor of Workforce Strategies that encompass the entire employment lifecycle, including the recruitment, training, payroll, technology, back office, etc. functions that are required by staffing companies.

 Staff Systems: An Employer of Record and Administrative Only platform (private label back office solution) enabling the administration and management of tax processing, workers compensation claims, unemployment claims, and payroll financing

What has changed?

- G Elevates GEE and the combined entity to an *"All Encompassing Employment Platform"* status facilitating current and future expansion via diversified product, customer (to include staffing companies as well as companies looking for traditional staffing service), and revenue streams:
 - PEO/HRO, Employer of Record and Admin Only platforms expand GEE services beyond traditional staffing placement services;
 - PEO platform will allow GEE to upsell clients "Temp to PEO" services, while continuing to provide the current "Temp to Perm" service offering, thus expanding GEE's legacy business;
 - The centralized cloud-based software (Staff Systems) will create a new revenue stream via back office service fees, while simultaneously creating a pipeline of "sales only" staffing company acquisition targets. *This creates a "**win-win**" scenario where GEE increases service revenues while providing a three to five year exit strategy to staffing companies that do not meet initial qualifications for acquisition; and
 - Ultimately, the scale of the combined business will allow GEE to launch an insurance product (Captive Insurance) and write workers compensation policies, resulting in another product offering the can be sold to staffing companies that do not meet initial qualifications for a potential acquisition.

Consolidated Metrics and Benefits

- G Over \$90,000,000 in payroll;
- G Over 6,500 employees on assignment at peak periods;
- G Over 600 active and diverse customers;
- 3 300 staffing professionals working in 35 locations throughout 45 states;
- G Centralized, cloud-based software to more efficiently managed all operations;
- G **Diversified product and service offering** resulting in multiple revenues streams, expanded target market, and creation of acquisition target pipeline;
- **Professional culture** that incorporates the following attributes resulting in a productive workforce:
 - · Highly experienced staff.
 - Complete Employee Benefits Program, including ACA compliance.
 - Customized Employee Training.
 - · Taking steps to address increased workers compensation rates.
 - Proposition being developed to provide job training for skilled trades and certain manufacturing opportunities.
 - Plan being formulated to developed underwritten workers compensation insurance product.

Growth Strategy

Goals to build on the Foundation

- **3** Approximately \$250 million in sales within 3 years;
- **3** Approximately \$45 million in gross profit;
 - 3 \$15 million in Professional Placement
 - 3 85% occupancy of available desks
 - G 100 consultants consistently performing
 - G \$150,000 average of production per consultant
 - \$20 million in Light Industrial and Commercial Staffing
 7-8 acquisitions
 - G Internal expansion to at least 6 locations outside Ohio
 - ³ \$10 million in other service margin (PEO, Back office, Insurance)
 - ₃ 20 − 30 back office clients
 - G 70 PEO clients (45 from acquisition group)
 - 30 to 45 Insurance clients (30 from acquisition group)
 - 3 \$125,000 of gross margin per core employee
- **3** Less than 75 million shares outstanding;
- **3 Over \$10 million in net income;**

Acquisition Growth Strategy

- G Lack of solid exit strategy in the market
- G There is some source of pain for each candidate and why they are looking for an exit strategy.
 - о Insurance
 - Regulation
 - Back office
 - Expansion capabilities
 - a Technology
 - Finance



Acquisition Growth Strategy

- G 300 Companies to review over a 3 year period
- G 300 2% to 3% to be acquired (6 to 9 companies) Acquired
- 300 10% to sell back office (30 companies and future acquisition candidates)
- 300 15% to sell PEO services (45 companies)
- 300 10% to sell workers compensation insurance (30 new insurance customers)



Acquisition Strategy

- G Asset purchase structure with an initial portion of the purchase price paid in cash and stock while having the remaining purchase price being paid over one to three years based on ability to retain clients, quickly integrate and gain customer loyalty.
- G Immediately integrate the acquisition into technology and management team.
- G Focus on staffing company targets that are struggling with back office operations, insurance or financing in order to increase ROI.
- G Utilize increasingly greater percentage of stock for acquisitions as our stock price more accurately reflects the Company increasing value.
- G Provide alternative five year option based exit strategy to those we exclude from immediate acquisition.

Target Acquisition Profile

- G Less than \$20 million in revenue;
- G Solid and consistent gross margins;
- C Either losing money or have performed poorly in the past few years because of issues such as insurance or other administrative costs, however have good contracts or a strong industry niche that can be integrated into the GEE system;
- G Outgrown their technology infrastructure and needs an uplifting;
- ^G Unable to obtain proper financing or insurance;
- G Maintain a culture that will easily consolidate or a core management group looking to exit the staffing industry via liquidity event through a roll up;
- G Synergistic industries and those that expand our geographical footprint or industry coverage (i.e. medical, healthcare, etc.).

What Would it Look Like to Acquire a \$20MM Staffing Company?

Target Profile:

- G Sales approximately \$20,000,000 per year:
 - Gross Margins of at least 15% or \$3,000,000
 - EBITDA of approximately 3% or \$600,000
 - Approximate valuation will be 4x EBITDA or \$2,400,000

Assumed Average Terms:

- ³ 25% in cash
- 3 25% in stock
- 3 50% in a two or three year earn-out stock and cash
- By actively managing the costs of the business, "right sizing" should cut a minimum of 15% or \$600,000 for a net ending EBITDA of a minimum of \$1,200,000

Questions

Contacts

Corporate Headquarters

184 Shuman Boulevard Suite 420 Naperville, IL 60563 P: 630.954.0400 F: 630.954.0447

Company Contact

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Business Development Wellfleet Partners, Inc. Mark I. Lev, Esq. – Chairman/CEO P: 212.714.0400 E: mil@wellfleetpartners.com

Legal Counsel Clint Gage - Partner Roetzel & Andress P: 954.759.2760 E: cgage@ralaw.com

For more information, please visit http://www.generalemployment.com/

General Employment

General Employment Enterprises, Inc., 184 Shuman Blvd., Suite 420, Naperville, IL 60563 (630) 954-0400

FOR IMMEDIATE RELEASE:

September 9, 2014

General Employment Enterprises to Present at the SeeThruEquity Fall Microcap Investor Conference

Naperville, IL, September 9, 2014 - General Employment Enterprises, Inc. (NYSE MKT: JOB) (the "Company" or "General Employment"), a leader in connecting skilled professionals with career opportunities, today announced it will participate in the SeeThruEquity Fall Microcap Investor Conference in New York, New York on September 11, 2014.

Andrew Norstrud, Chief Executive Officer, will present at 10:30 a.m. in the Dakota Hub at the Convene Times Square conference center. Mr. Norstrud's presentation will address the strategy and vision for the Company moving forward.

Mr. Norstrud commented, "For the past twelve months the Company has been focused on cleaning up the past and solidifying the foundation of the Company. The presentation at SeeThruEquity will provide the forum and the opportunity to inform our long-term investors what has been happening with the Company and how we intend to lead General Employment into the future."

SeeThruEquity Conferences occur roughly every two months and present a forum for company management teams to network and access professionals and investors in the industry who seek new ideas, opportunities and corporate relationships, according to SeeThruEquity. The regularly occurring conferences feature 30-minute presentations in addition to one-on-one meetings with investors.

More information on the event is available here.

COMPANY: General Employment Enterprises, Inc.

CONTACT: Andrew J. Norstrud

Chief Executive Officer Phone: (813) 769-3580 Fax: (630) 618-3774 E-mail: <u>invest@genp.com</u>

News Release

About General Employment

General Employment Enterprises, Inc. was incorporated in the State of Illinois in 1962 and is the successor to employment offices doing business since 1893. The Company, through a network of branch offices located in 11 states, operates in two industry segments, providing professional staffing and light industrial staffing services.

Forward-Looking Statements

The statements made in this press release that are not historical facts are forward-looking statements. Such forward-looking statements often contain or are prefaced by words such as "will" and "expect." As a result of a number of factors, the Company's actual results could differ materially from those set forth in the forward-looking statements. Certain factors that might cause the Company's actual results to differ materially from those in the forward-looking statements include, without limitation, those factors set forth under the heading "Forward-Looking Statements" in the Company's annual report on Form 10-K for the fiscal year ended September 30, 2013, and in the Company's other filings with the Securities and Exchange Commission. The Company is under no obligation to (and expressly disclaims any such obligation to) and does not intend to update or alter its forward-looking statements whether as a result of new information, future events or otherwise.

Exhibit 99.3

General Employment

General Employment Enterprises, Inc., 184 Shuman Blvd., Suite 420, Naperville, IL 60563 (630) 954-0400

FOR IMMEDIATE RELEASE:

September 8, 2014

News Release

General Employment Completes Implementation of New Cloud-Based Software in Its Professional Service Division Selection of Ultra-Staff provides a platform for continued firm growth

NAPERVILLE, IL, September 8, 2014 – General Employment Enterprises, Inc. (NYSE MKT: JOB)("General Employment" or "GEE"), a leader in connecting skilled professionals with career opportunities today announced the implementation of Ultra-**Staff's** Front Office Staffing Solution.

The software, available from staffing software company Automated Business Designs (ABD), delivers complete mobile and web portal functionality for recruiters, clients and candidates as well as the capability to integrate with Ultra-**Staff**'s complete back office suite of products.

"Moving our entire Applicant Tracking System into the cloud with ABD's Ultra-**Staff** allows General Employment to run operations in a shared service delivery model at significantly lower costs, which in turn contributes high value to the company's business strategy and growth agenda," said Brian Sullivan, IT Director for General Employment Enterprises. "The new system is transforming GEE's business processes and provides the company with the talent management data to power its business in a global economy."

Data migration and a high level of support were key components in the selection of ABD as a long-term business partner. ABD has over 30 years of experience in implementing and supporting large scale staffing business applications. Over the course of three weeks, ABD's data conversion team successfully migrated 14 databases into the new software solution. Ultra-**Staff** is live and operating throughout the organization and the new functionality will streamline internal processes. Features also include CRM, Onboarding, Contract and Direct Hiring Staffing, Resume' Import and Management, Social Media Integration, Mass Email and Text Messaging.

As part of a broader corporate initiative to enhance General Employment's global infrastructure, there was a need to transform the company's entire operations function to better support the company's continued growth. Along with a successful transition to Office 365 and ShoreTel Sky, the Ultra-**Staff** implementation will enable the firm to simplify operations, drive efficiency and flexibility, and ultimately optimize operations.

"Technology is a critical component of our business plan, and our foundation for future growth," Andrew J. Norstrud, Chief Executive Officer of General Employment, stated, "We were able to complete this implementation in a very short amount of time. We have completely transformed our business that was once tied to an aging network and a local business office, to one in which we can have virtual offices throughout the United States and work on the same network."

The implementation of the cloud-based technology provides a platform for General Employment's continued, organic growth. Through strategic partnerships with recruiters, the firm will be able to capitalize on this technology by connecting even more skilled professionals with unique career opportunities.

COMPANY: General Employment Enterprises, Inc.

CONTACT: Andrew J. Norstrud

Chief Executive Officer Phone: (813) 769-3580 Fax: (630) 618-3774 E-mail: <u>invest@genp.com</u>

About General Employment Enterprises, Inc.

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About Automated Business Designs, Inc.

Operating out of Rosemont, IL, Automated Business Designs, Inc. (ABD) offers a complete array of staffing software solutions that are fast to implement and intuitive to use, with all software and servers administered by ABD Managed Services. Ultra-**Staff** is hosted at a worldclass Tier 4 data center known for housing Mission Critical business applications. The data center is utilized for applications that require resilient, secure, state-of-the-art facilities **with servers managed and monitored 24 hours a day**. The global data center offers locations around the globe, featuring 100+ data centers on five continents. In the office or on the go, General Employment employees are able to access Ultra-**Staff** securely from anywhere in the world. For more information, visit <u>www.abd.net</u> or call +1(800)944-4ABD.

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