



FOR IMMEDIATE RELEASE

Kelly Services says technology drives how we work and where we work

TROY, Mich. (June 24, 2009) – The explosion of mobile communications technology is driving big changes in employee behavior and a shift in work-life balance, with 84 percent of respondents saying technology has boosted their personal productivity, according to the findings from an international workplace survey.

The survey, by global workforce solutions leader Kelly Services, finds that 75 percent of respondents say the opportunity provided by devices such as smartphones and laptops to remain in constant contact with work is a positive development, even though approximately one third are working longer hours. In deciding where to work, 87 percent of respondents say a policy for working remotely is an important factor.

The ability for employees to work anywhere, at any time is a motivating force behind improved employee engagement and a better balance between work and personal life. The findings are part of the [*Kelly Global Workforce Index*](#), which obtained the views of approximately 100,000 people in 34 countries covering North America, Europe, and Asia Pacific.

Kelly Services Executive Vice President and Chief Operating Officer, George Corona says the spread of mobile technologies is transforming the way that people interact with their work and their attitudes towards employment. "There is an overwhelming view that the technology provides greater flexibility in working arrangements, and a better balance between work and personal life," Corona says.

The survey shows that globally, Gen Y workers (aged 18-29), are at the forefront of the technology-driven lift in productivity, but that Gen X (aged 30-47) and baby boomers (aged 48-65) are each experiencing significant efficiency gains.

Across the globe, 35 percent say that technology contributes to working longer hours - something that is evident across all generations. Yet, more than half (55 percent) of respondents are happy with their current work-life balance.

"The revolution in personal communications has improved work-life balance through flexible work practices, working from home, and other family-friendly arrangements, while delivering a significant boost to organizational efficiency," Corona concludes.

For more information on the survey results, visit www.kellyservices.com.

About the Kelly Global Workforce Index

The Kelly Global Workforce Index is a survey revealing opinions about work and the workplace from a generational viewpoint. Results of the current findings from across Kelly's global operations in North America, Europe, and Asia Pacific will be published throughout 2009 in a series of six releases.

About Kelly Services

Kelly Services, Inc. (NASDAQ: KELYA, KELYB) is a world leader in workforce management services and human resources, offering temporary staffing services, outsourcing, vendor on-site and full-time placement to clients on a global basis. Kelly provides employment to nearly 650,000 employees annually, with skills including office services, accounting, engineering, information technology, law, science, marketing, creative services, light industrial, education, and health care. Revenue in 2008 was \$5.5 billion. Visit www.kellyservices.com.

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KELLY GLOBAL WORKFORCE INDEX

Technology & Work-Life Balance: Key Global Findings

North America

- 53 percent say productivity at work is 'much better' and 25 percent say it is 'slightly better' as a result of new mobile technologies.
- More respondents (64 percent) are happy with their work-life balance than elsewhere across the globe.
- Just 30 percent are working longer hours as a result of the new technology, lower than in either Europe or the Asia Pacific.
- 92 percent say the opportunity for telecommuting or working remotely is important in deciding where to work.
- 67 percent of baby boomers are experiencing a better work-life balance than younger generations.

Europe

- 58 percent say work productivity is 'much better' and 27 percent say it is 'slightly better' as a result of new mobile technologies.
- Satisfaction with work-life balance (49 percent) is lower than in the rest of the world.
- 33 percent are working longer hours because of new technology.
- 84 percent say the opportunity for telecommuting or working remotely is important in deciding where to work.
- 49 percent of Gen Y place a greater emphasis on a work-life balance than older generations.

Asia Pacific

- 62 percent say work productivity is 'much better' and 24 percent say it is 'slightly better' as a result of new mobile technologies.
- More respondents (41 percent) are working longer hours as compared to other regions because of technology.
- 97 percent say work-life balance is important to them, and 59 percent are happy with the current situation.
- 89 percent say the opportunity for telecommuting or working remotely is important in deciding where to work.
- 79 percent of Gen X employees are the world's most enthusiastic about maintaining virtual contact with their workplace.

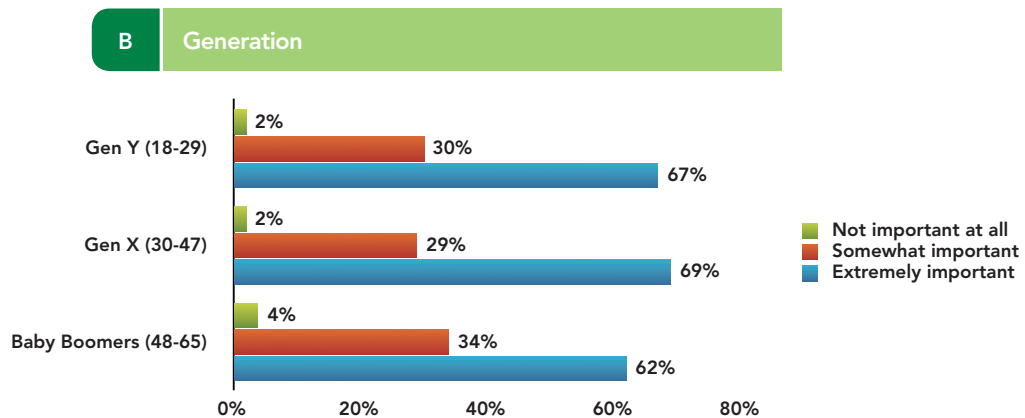
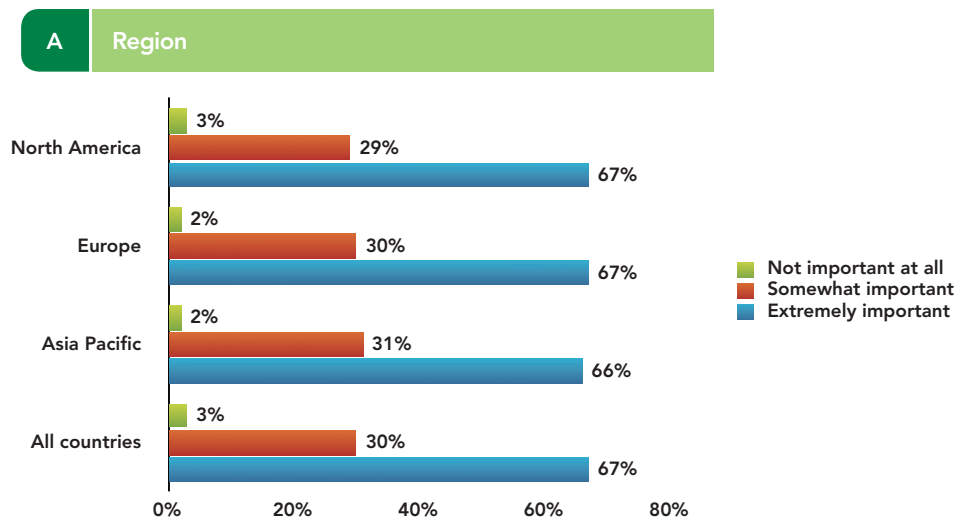
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In your job, how important is it that you have a good balance between work and personal life?

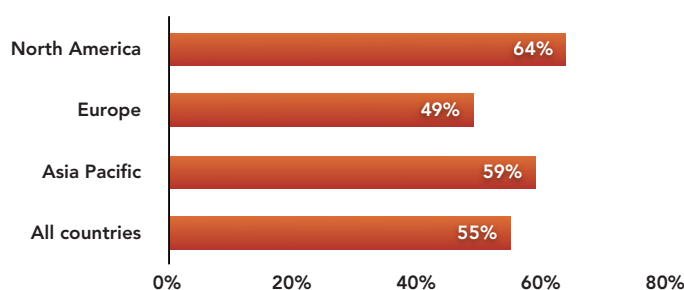




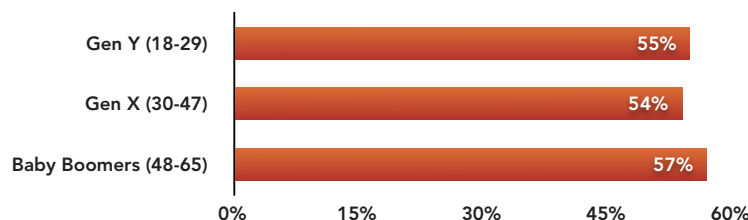
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Are you happy with the work-life balance that you currently have?

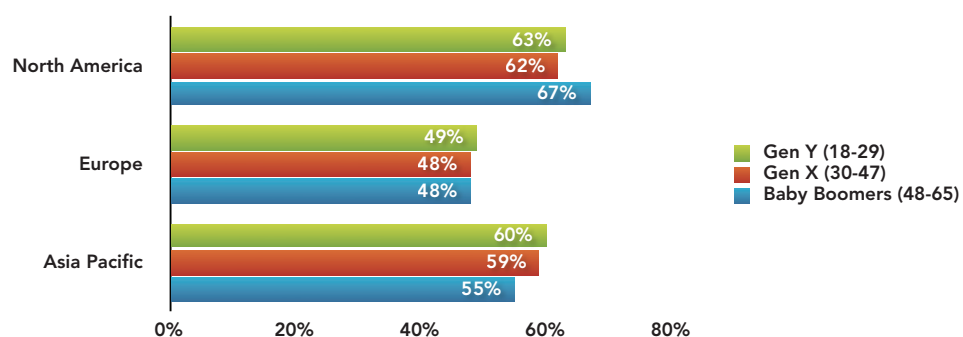
A Region (% Yes)



B Generation (% Yes)



C Region and Generation (% Yes)

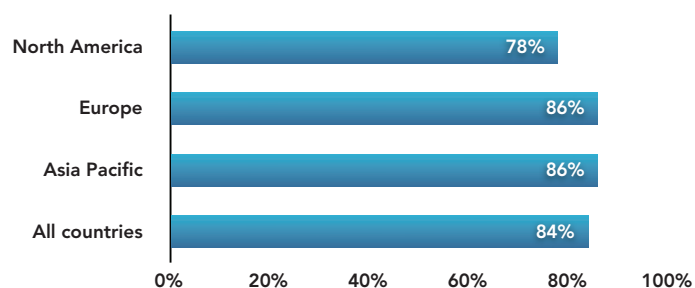




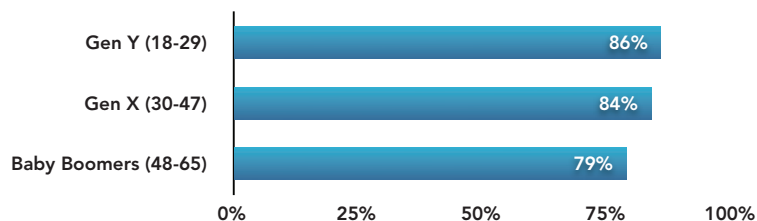
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How have technologies, such as mobile phones, PDAs and laptops, affected your productivity at work?

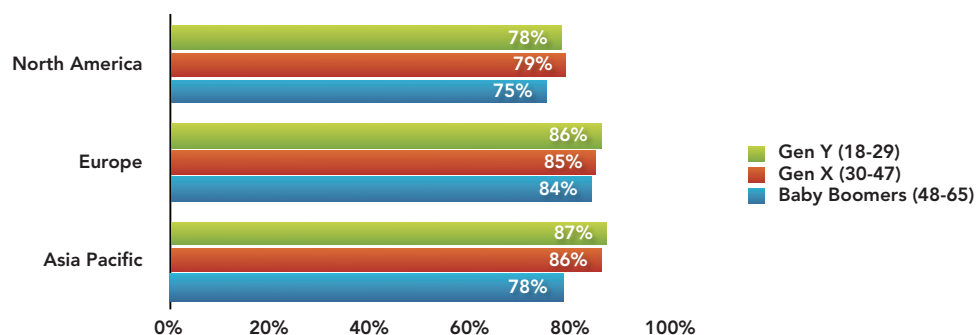
A Region (% Much/Slightly Better)



B Generation (% Much/Slightly Better)



C Region and Generation (% Much/Slightly Better)

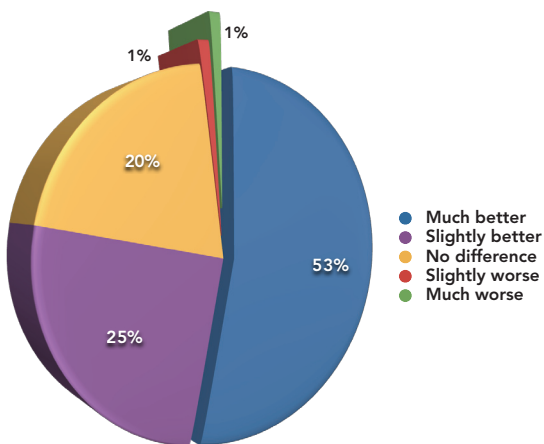




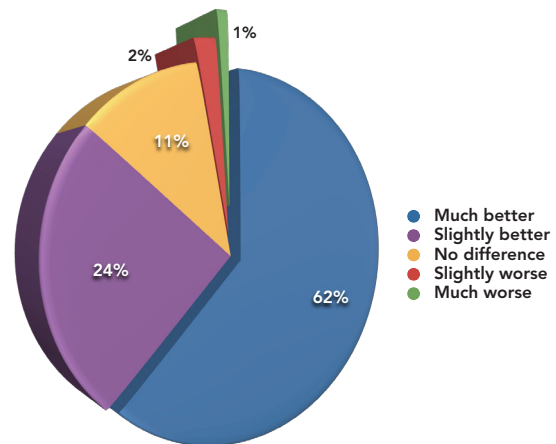
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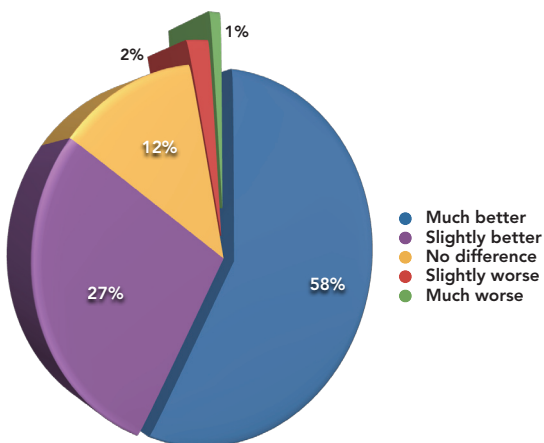
A North America



B Asia Pacific



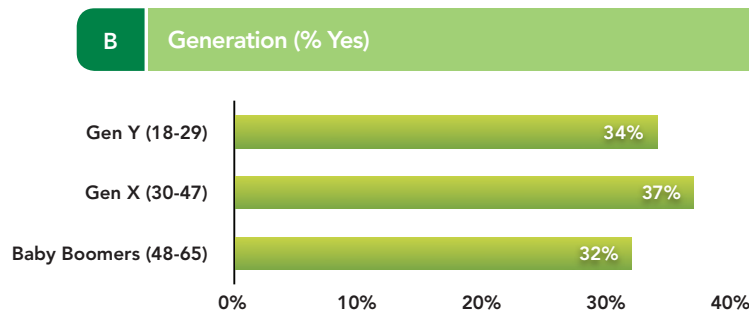
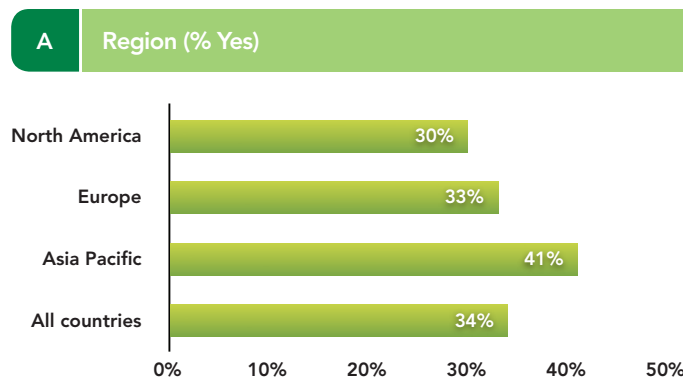
C Europe





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Has the introduction of mobile communications resulted in you working longer hours?

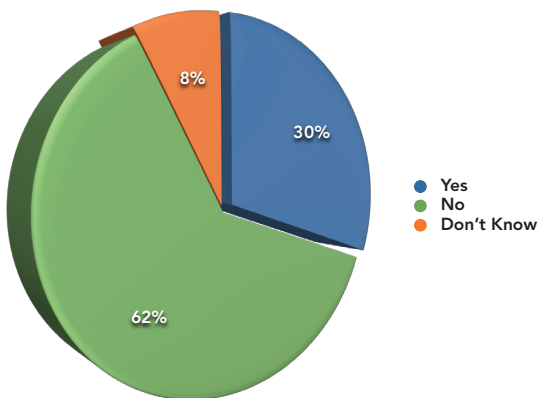




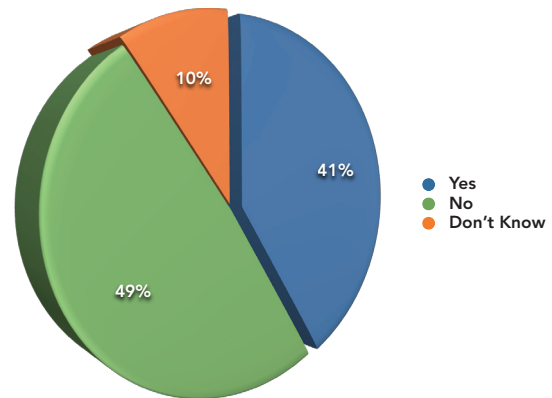
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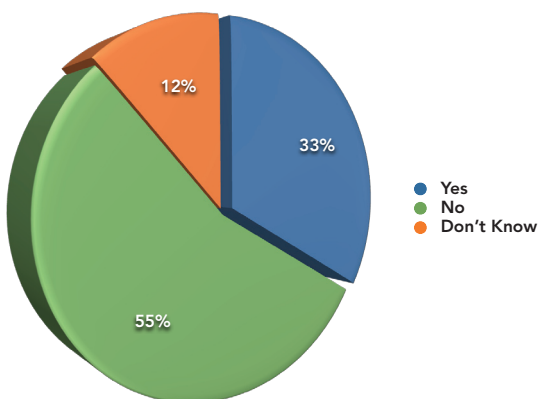
A North America



B Asia Pacific



C Europe

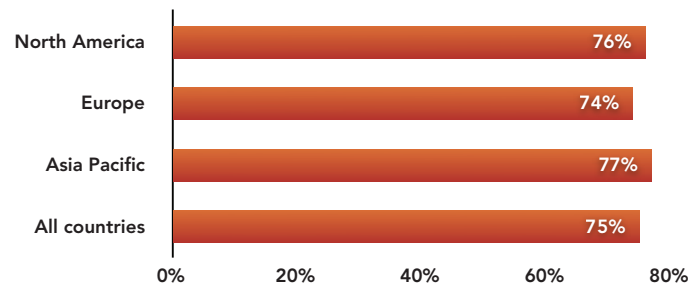




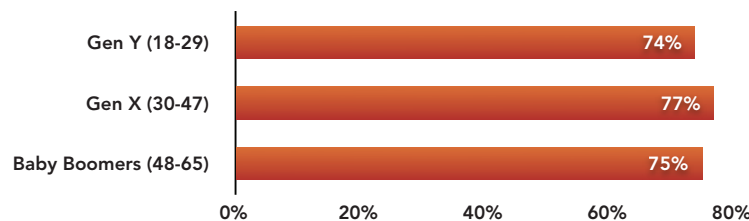
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Overall, is the ability to work outside the office, but be in constant communication with your work, a positive development for you?

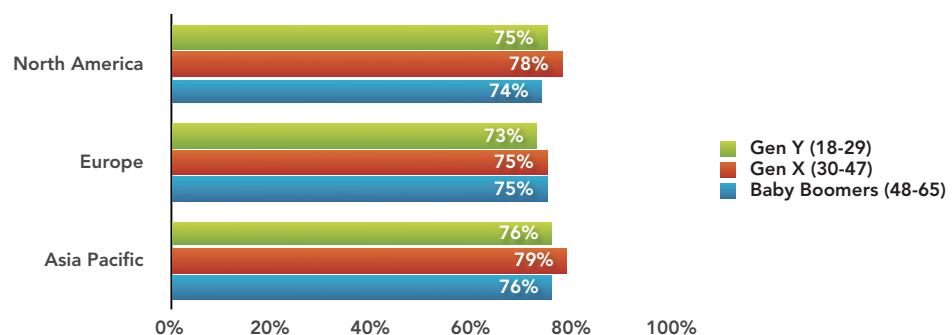
A Region (% Yes)



B Generation (% Yes)



C Region and Generation (% Yes)





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In deciding where to work, would a policy for telecommuting, working from home or working remotely be attractive to you?

