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FOR IMMEDIATE RELEASE

Novotus Announces NovoHire Launch Industry Leading Product is Customer Favorite

Austin, TX – February 5, 2009 – Novotus, a recruitment process outsourcing firm headquartered in Austin, announced a name change of its most popular product NovoFlow, to NovoHire.

“In conjunction with the industry leading guarantee we introduced on this product a few weeks ago, it made sense to change the name to make it more identifiable,” said Novotus CEO and founder Mike Mayeux.

“We were one of the first companies to offer Recruitment Process Outsourcing services to an individual, or small group of requisitions. The NovoFlow name was coined to reflect the flexibility we gave our customers to turn the flow of requisitions coming to us up or down based on their internal recruiting needs. More than 75% of our new customers’ first introduction to Novotus is through this product. However, when we rolled out the Promise, it was a good time to change the name to clearly align it with what the product does – produce hires for open positions.”

With the NovoHire product, companies are able to control their recruiting costs and fill open positions quickly. The NovoHire promise gives the client the assurance that their recruiting efforts will be productive. Novotus commits to working the open requisition until it is filled, regardless of the duration of the search. In addition, after 30 days a client can redirect the Novotus recruiting efforts off of the original position to another position they need filled, if they so desire.

“We are confident we are currently defining next-generation recruiting products,” continues Mayeux. “For HR management, it’s all about filling open positions with great talent quickly, and being able to control your costs along the way. With this product companies reduce their typical costs of using a staffing vendor by 50%, and now with our NovoHire Promise the risk is virtually non-existent.”

About Novotus

Novotus leverages awesome recruiters, best-practice process and killer technologies to fill open positions for growing companies. Novotus is a preferred choice for outsourced recruiting. Novotus is a founding member of the Recruitment Process Outsourcing Association (RPOA) and have been recognized for work culture, company growth and recruiting effectiveness. Founded in 2002, Novotus is headquartered in Austin, Texas.

Novotus has altered the landscape of recruitment process outsourcing. For more information, contact Jim Taylor at 817.845.1414 or visit www.novotus.com.

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