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**LEADING HUMAN RESOURCES COMPANY COADVANTAGE  
ENLISTS PORTFOLIO OF ASO CLIENTS**

Orlando, Fla. – May 23, 2008 – [CoAdvantage](#), a leading provider of end-to-end **human resource solutions**, announced today that it has acquired a portion of Gevity’s **Administrative Service Offering (ASO)** clients. The new business will increase CoAdvantage’s **Human Resources Outsourcing (HRO)** business by up to 15 percent. [Gevity](#), which in February announced its exit from the ASO market to focus on its core **Professional Employer Organization (PEO)** business, recommended CoAdvantage to its former clients.

CoAdvantage, which significantly increased profits and expanded capabilities earlier this year when it acquired two companies, is one of the first companies in the **human resource services** industry to demonstrate a growth strategy—through its **HRO** and **PEO solutions**—that effectively meets clients’ needs as they mature. This is especially essential in the current down market when **small and medium-sized businesses** need to eliminate risk and create more **financial and human resource efficiencies**. CoAdvantage makes it possible for employers to cut costs while, at the same time, providing the best **employee benefits** possible.

“Since our founding a decade ago, we have focused on delivering outstanding services to small and medium-sized companies,” said CoAdvantage CEO [Dayne Williams](#). “We are pleased that our hard work has paid off, resulting in a solid reputation for high client satisfaction and retention in the industry, which leads to opportunities such as the recent referrals from Gevity.”

Gevity Chief Administration Officer [Clifford Sladnick](#) believes CoAdvantage was the right fit for its former clients. “Upon making the decision to exit the ASO market to focus on our core PEO offering, Gevity Edge, we considered several options to provide a smooth transition for our ASO clients. Our technology partner recommended CoAdvantage, and we have found the company to be an excellent alternative HR solution for a significant portion of our ASO client base.”

CoAdvantage HRO President [Scott Millson](#) has been handling the transition of ASO clients from Gevity to CoAdvantage. “We were very pleased that Gevity chose us to handle this business,” said Millson. “That decision has been validated with the positive feedback we’ve received from satisfied clients.”

One such company is Gardere Wynne Sewell, LLP, 300-attorney, Texas-based law firm. “Since the first day of contact, our firm has been very pleased with the high level of client service we’ve received from CoAdvantage,” said Gardere Director of Human Resources De Lyla Alexander. “During our recent payroll conversion, a technically skilled CoAdvantage team thoroughly analyzed our initial needs and developed workable solutions.”

### **About CoAdvantage**

CoAdvantage proudly begins its second decade of service with a growth strategy unlike any other in the industry, an expanded geographic scope, and a continued commitment to its staff, clients and community. The company delivers comprehensive **human resource outsourcing solutions** to businesses with 10 to 2,000 employees through a combination of adaptable, scaleable **human resource tools**, an industry-leading web portal and a dedicated Client Service Center. Recognized for three years as an Inc. 500 Fastest Growing Company, CoAdvantage enhances the business impact of the *human resources* function using expertise, innovation and practical business insight. CoAdvantage’s solutions actively build, sustain and transform companies—keeping pace with business needs across all stages of growth. CoAdvantage has offices in Orlando, Ft. Lauderdale, Tampa and Bradenton, Fla.; Salt Lake City, Utah; Boulder, Colo.; and Houston, Texas. For more information, please visit [www.coadvantage.com](http://www.coadvantage.com).

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