



**Leff's Atlanta Media
Press Release Sample**

For Immediate Release

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**Atlanta's MATRIX Resources Honored as
One of the 25 Best Small Companies to Work for in America**

ATLANTA, June 20, 2005 – Atlanta's MATRIX Resources, Inc. has been named one of the Best 25 Small Companies to Work for in America. MATRIX ranked #19 on the list. The *50 Best Small & Medium Companies to Work for in America* lists were announced today at the Society for Human Resource Management's (SHRM) 57th Annual Conference & Exposition in San Diego.

MATRIX achieved this recognition through a rich balance of clearly defined and integrated company values, public accountability to those values, open communications, shared decision-making and goal setting, and a commitment to invest in the careers and lives of each of its employees.

This is the second year of the list, which ranks the top 25 small and top 25 medium companies in America that have used smart people management strategies to develop successful organizations with highly productive and satisfied workforces. The organizations, ranging in size from 50 to 999 employees, were announced by SHRM and selected and ranked by the Great Place to Work[®] Institute (GPTW) (www.gptw.org). The results were based on a randomly distributed employee opinion survey. Each company evaluated was given a score based on employees' responses to a detailed questionnaire about the organizations' workplace cultures.

"Companies do not become great in themselves, companies become great because great people choose to work there," said Jim Huling, CEO of MATRIX Resources, Inc. "As leaders, we must strive to create an environment to which the best people are drawn; an environment in which they willingly invest their talent and their passion. This is the only real formula for greatness."

"This award truly recognizes the great people of MATRIX, each of whom contributes in their own special way to enrich our company and our culture," said Huling. "At MATRIX, we believe that regular investment in our people is not only the right thing to do, but the true source of our continued financial success as a company."

MATRIX Resources is a premier IT staffing and services provider to the business community, as well as the preferred partner for career assistance by job seeking IT professionals.

- The company ranks 17th nationally among the top IT staffing firms and 38th among IT services firms, according to *IT Services Business Report* / Staffing Industry Analysts, June 2005.
- In 2004, MATRIX received the Turnkett Leadership Character Award, the Women in Technology Best Employers in Georgia award and the *Atlanta Business Chronicle* A+ Employers Best Places to Work in Atlanta award. MATRIX was also named to the *Inc.* 500 list of the Fastest-Growing Private Companies in the U.S. in 1997, 1998 1999.

"For some time, large organizations have been recognized for their successful business strategies. However, small and medium companies make up the majority of the American economy and should also be recognized for their unique human capital strategies and organizational success," said SHRM President and CEO, Susan R. Meisinger, SPHR. "The organizations on this year's list have demonstrated that smaller companies can compete with large organizations in terms of how to effectively incorporate strategies that make the most effective use of the workforce."

Great Places to Work[®] Institute cofounder, Robert Levering, said, "These companies stand out because their employees find them to be places where they can trust the management, have pride in their work

and have fun at work. Other companies have much to learn about how to both be productive and do right by their people."

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The winning organizations will appear in the July issue of *HR Magazine* and also listed on the GPTW web site at www.greatplacetowork.com.

More About MATRIX Resources

Privately held, MATRIX in 2004 had sales of \$139.7 million. Headquartered in Atlanta, Ga., MATRIX has offices in Dallas; Research Triangle Park and Charlotte, N.C.; Birmingham, Ala.; Phoenix, Ariz.; and Bedminster, N.J. MATRIX has more than 190 internal employees and 1,400 staff contract consultants. For more news and information, visit the MATRIX Web site at www.MatrixResources.com.

About SHRM and The Great Place to Work Institute

SHRM is the world's largest association devoted to human resource management. The Society's mission is both to serve human resource management professionals and to advance the profession. For more information contact SHRM Media Affairs at 703-535-6012.

The Great Place to Work® Institute is a research and management consultancy. The GPTWI produces other "Best Companies to Work for" lists, including *Fortune's* "100 Best Companies to Work for"®, which recognizes employers with 1,000 or more employees.

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