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**Zenhire™ and Associates Interactive Collaborate to Offer an
Advanced Approach to Talent Recruitment**

Partnership highlights innovative strategies for hiring employees

BUFFALO, NY– April 20, 2009 – Retail training expert, [Associates Interactive](#), today announced that it will develop customized training programs for [Zenhire™, Inc.](#) a provider of premier online networked HR collaboration and search tool solutions. The partnership will bring training into the staffing process, giving human capital professionals the tools they need to be successful. By adding pre-hire training to the talent assessment process, standardization and control can be better implemented across the recruitment industry.

“The traditional hiring process is fundamentally broken,” said Robert Fritzingler, President and CEO of Zenhire. “Most companies attempt to find the best candidates available, hire them and then train and orient them to the organization. However, each step incurs significant expense with no real certainty that the applicant is truly capable of the job requirements. Our tools pinpoint desired credentials and skill sets among job applicants, vetting only the top handful. Teamed with Associates Interactive’s pre-hire training, we are able to eliminate many of the time- and resource-related expenses associated with the hiring process.”

The nature of the employment market has changed dramatically in the past year. With so many available candidates, businesses need not take the risk of paying people to work or be trained before they discover if they are capable or qualified to do the job. By training potential employees before they have been given the job, companies do not invest in these candidates until they have demonstrated

their capabilities. As a result, the company saves time and money while the potential employee gains the differentiating edge to prove their skills and dedication to the available position.

By moving the education and assessment steps before hiring and changing the order in which candidates are trained, companies will experience less turnover, fewer unfortunate hires and maintain a better-performing workforce. As a result, the three major barriers that impact organizations sourcing qualified job candidates – background, capabilities and training – are proactively resolved.

“Companies are preparing for the end of the recession and beginning to load up their pipeline with candidates,” said Bob Richardson, President and CEO of Associates Interactive. “There are some really talented people looking for jobs right now that are eager to create a distinct advantage for themselves in the hiring process. Offering training to applicants before hiring is a cost effective tool, particularly for industries with high turnover and skill requirements such as the consumer electronics, retail, hospitality and financial services industries.”

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About Associates Interactive

Associates Interactive develops training content, courses, exercises, tests and certifications used to train associates. The company is addressing the market demand for effective training material that has an immediate and sustained impact on associate behavior and performance results. The independently developed training program, called [RetailAI™](#), better integrates products from multiple manufacturers in the sales discussion, ultimately increasing overall sales for the retailer and manufacturer. More information on Associates Interactive can be found at www.associatesinteractive.com.

About Zenhire, Inc.

zenhire™ simplifies the lives of recruiting professionals by dramatically increasing their productivity through the delivery of effective, integrated tools and services that support every aspect of the Recruiting & Placement function. For more information, visit them today at www.zenhire.com or call 716-639-9674 x 14.