

Superior Staff Resources, Inc., Staffing Services Redefined

Williamsville, New York – November 15, 2006 – Superior Staffing Services, Inc.—a WBENC-certified woman-owned staffing services provider—announced today that the company has changed its name to Superior Staff Resources, Inc. Accompanying the name change is a logo redesign and refreshed branding strategy.

Catalyzing the name change was the company's expansion of its services over Superior's forty years in business to include direct placement services, outsourced managed staffing programs, training and other HR solutions. "The recent name change reflects our expanded service capabilities in HR-related solutions beyond traditional staff augmentation," says Lynne Marie Finn, the President of Superior Staff Resources. As a full-service solutions provider, Superior Staff Resources delivers workforce solutions that allow its customers—many of whom are global Fortune 500 corporations—to focus on core business concerns.

About Superior

Founded in 1965, Superior Staff Resources provides strategic workforce solutions and outsourced programs, including managed services programs, and business process outsourcing, in addition to staff augmentation. Superior Staff Resources is a WBENC-certified women-owned business enterprise with locations throughout the United States and Canada. Superior Staff Resources also maintains an ISO 9001:2000 certified quality program to ensure quality in its service delivery. With a customer base consisting of predominately Fortune 500 corporations, Superior has the experience and the resources to provide world class staff augmentation and other outsourced workforce and HR solutions.

Superior maintains primary office locations in:

- Atlanta, GA
- Austin, TX
- Boston, MA
- Buffalo, NY
- Burbank, CA
- Chicago, IL
- Cincinnati, OH
- Costa Mesa, CA
- Dallas, TX
- Denver, CO
- Hartford, CT
- Houston, TX
- Los Angeles, CA
- Melbourne, FL
- New York, NY
- Orlando, FL
- Philadelphia, PA
- Phoenix, AZ
- Rochester, NY
- Sacramento, CA
- San Diego, CA
- San Jose, CA
- Seattle, WA
- Syracuse, NY
- Toronto, ONT
- Washington, DC

Media Contact

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