



PRESS ANNOUNCEMENT

For Immediate Release

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GlaxoSmithKline To Rollout DoubleStar Talent Measurement Solution

Workforce Insight OnDemand Enhances GSK's Global Recruitment Operations

West Chester, PA—DoubleStar, Inc. announced today that GlaxoSmithKline (GSK) has gone live with Workforce Insight OnDemand, DoubleStar's industry leading web-based talent measurement solution. After successfully completing a testing phase, GSK has begun to rollout an integrated Staffing Dashboard that unifies data from multiple systems into a comprehensive view of its global recruitment operations. This move accentuates the growing trend for leading corporations to utilize workforce analytics technology to maximize their investment in human capital and enhance their decision-making.

"DoubleStar's solution has enabled GSK to take a more quantitative approach to managing recruiting," according to Lou Manzi, Vice President of Global Recruitment at GSK. In the past, internal customer satisfaction was our only measure of success; now, operational metrics bring newfound credibility to our function."

Utilizing Workforce Insight, GSK has access to real-time recruiting information such as quality-of-hire, cost-per-vacancy and recruiter productivity that impacts day-to-day operations in the business units. Furthermore, the *on demand* delivery platform and easy-to-use dashboards vastly improve what used to be a cumbersome process of waiting for information and customizing reports.

DoubleStar's Workforce Insight OnDemand is designed to align the impact of talent management decisions and practices with operational and performance results. Users can access an extensive range of executive and decision support dashboards through the web to manage talent with the same rigor and discipline as the organization's other major investments. In addition, DoubleStar provides Strategic Services to accompany the Workforce Insight product line. From strategic planning and assessment to change management consulting and training, DoubleStar's broad range of services helps position clients for long-term success.

According to Larry Hutchison, CEO of DoubleStar, “GSK provides an excellent example of how to implement a phased approach to talent measurement. Initially, GSK is using the integrated Staffing Dashboard that delivers critical real-time data and operational metrics to enhance the planning and decision-making ability for its global recruiting operations. This process will continue with a deliberate and steady adoption of other analytic components until a complete approach to talent measurement is achieved.”

“The biggest benefit,” adds Manzi, “is laying the foundation for more sophisticated analyses and predictive modeling. As we continue to add new Dashboards, we’ll be able to measure more strategic data—for instance, new hire performance versus that of contingent workers. We selected DoubleStar because of their ability to help us quickly make progress and see results, the quality of professional support, and their thought leadership in the talent measurement arena.”

About DoubleStar

DoubleStar, Inc., a leading provider of Talent Acquisition and Talent Measurement solutions, helps clients optimize their human capital practices for enhanced operational and financial performance. A two-time INC. 500 consulting firm, DoubleStar has appeared a record six times in the Philly 100 list of fastest growing companies, has been named by Benchmark Communications as one of the top 25 companies in the world for Best Practices in Human Capital Management, and was named by Gartner as one of 2006’s “Cool Vendors” for Talent Management solutions. More information about DoubleStar and Workforce Insight OnDemand can be found at www.doublestarinc.com.

About GSK

GlaxoSmithKline — one of the world’s leading research-based pharmaceutical and healthcare companies — is committed to improving the quality of human life by enabling people to do more, feel better and live longer. For company information, visit www.gsk.com.

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