



PRESS ANNOUNCEMENT

For Immediate Release

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DoubleStar Showcases WorkForce Insight OnDemand at HR Executive's HR Technology Show *Successful Limited Release Allows for General Availability*

West Chester, PA, October 10, 2007—DoubleStar Inc., a leader in Talent Acquisition and Talent Measurement solutions, will feature the general release of its new Talent Measurement offering, Workforce Insight OnDemand, at HR Executive's HR Technology Conference & Exposition, October 10 and 11 at Chicago's Navy Pier.

Recognized as the largest HR technology show in the industry, the event provides an excellent platform for DoubleStar to showcase Workforce Insight OnDemand, a web-based version of the company's well-established installed solution, Workforce Insight. Allowing for faster deployment with lower entry costs, Workforce Insight OnDemand addresses an organization's talent measurement challenges by integrating workforce information and providing operational, organizational, and strategic insight across the enterprise.

The release of Workforce Insight OnDemand underscores the company's expertise in Talent Acquisition and Talent Measurement solutions and promotes its continued growth and leadership in this area. "Workforce Insight OnDemand successfully empowers companies to apply quantitative analysis techniques to workforce information in an effort to optimize the impact that talent management practices have on business results," said Lawrence Hutchison, DoubleStar's CEO.

Workforce Insight OnDemand's key features include:

- Decision support dashboards and analytics in all talent management domains
- Focus on key populations with dimensions and attributes
- Integrated metrics, comparisons and correlations
- Monitoring of performance, outcomes, trends, and leading indicators
- Pre-built role and module packages
- Interactive drill down capabilities
- No IT hardware or maintenance costs
- No software to install or upgrade

DoubleStar also announces the availability of Strategic Services to accompany the Workforce Insight product line. Whether clients are just beginning to think about Talent Measurement, or are looking for advanced best practices to accelerate current thinking, DoubleStar's Strategic Workforce Analytics Services are designed to meet an organization's unique needs. From strategic planning and assessment to change management consulting and training, DoubleStar's broad range of services helps position clients for long-term success.

In addition, the company has launched a new website (<http://www.doublestarinc.com>). The new site features a resource-rich "Insights" section with ideas and commentary from DoubleStar's expert opinion leaders through a continually growing inventory of articles, white papers and webcasts.

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 can be found at www.doublestarinc.com.

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