

MPS Group (NYSE: MPS)

STAFFING SOLUTIONS

With the Super Bowl coming to town, AXIA knew the time was right to build brand awareness for Modis — the flagship brand of the Fortune 1000 company MPS Group.

Despite having the most prominent signage in Jacksonville's skyline, the firm had limited recognition outside its industry. To help build the brand, AXIA's public-relations team wrote a news release on Modis' plans to capitalize on the media attention and the company's exposure during the Super Bowl. The objective was three significant media hits. But AXIA delivered much more, including interviews and coverage of company officials by Gannett News Service and Florida Today, three front-page articles in *The Florida Times-Union* and features in the *Jacksonville Business Journal* and *Economic Outlook* magazine.

In all, AXIA's earned media coverage for MPS Group and Modis totaled \$80,100 during the Super Bowl festivities, or almost an 11-time return on investment.

"If we would stop using AXIA, we'd lose all that coverage. I don't know if we're AXIA's biggest client, but AXIA makes us feel like we're the most important."

Tyra Tutor
MPS Group



Jacksonville knows us for our building...

Our clients know us as a global leader in IT services.

This week, Modis building really hovers over the city

Out of investors they not know what Modis is, but they know the building that the city has named after its executives.

The week, we'll get about 100,000 visitors to town, more than the total population of Jacksonville. It's a historic moment for the city, and the Modis building is the centerpiece of it. The Super Bowl is the largest event in the city's history, and the Modis building is the centerpiece of it.



Modis is the informal name for the Modis building, which is the headquarters of Modis, a division of MPS Group. The building is named after the company's founder, Modis, and is a landmark in Jacksonville. The building is a prime example of modern architecture and is a source of pride for the city.

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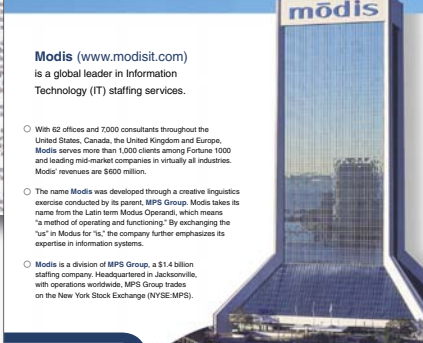
InFront



City has group on verge of making it into the list

The Jacksonville-based Modis building is on the verge of making it into the list of potential Fortune 500 companies to watch. The building is a prime example of modern architecture and is a source of pride for the city. The building is named after the company's founder, Modis, and is a landmark in Jacksonville. The building is a prime example of modern architecture and is a source of pride for the city.

mōdis. is IT



Modis (www.modisit.com) is a global leader in Information Technology (IT) staffing services.

- With 82 offices and 7,000 consultants throughout the United States, Canada, the United Kingdom and Europe, Modis serves more than 1,000 clients among Fortune 1000 and leading mid-market companies in virtually all industries. Modis' revenues are \$600 million.
- The name Modis was developed through a creative linguistic exercise conducted by its parent, MPS Group. Modis takes its name from the Latin term Modus Operandi, which means "a method of operating and functioning." By exchanging the "us" in Modus for "is," the company further emphasizes its expertise in information systems.
- Modis is a division of MPS Group, a \$1.4 billion staffing company, headquartered in Jacksonville, with operations worldwide. MPS Group trades on the New York Stock Exchange (NYSE:MPS).

MPS Group (www.mpsgroup.com) is Jacksonville's sixth largest revenue-generating company and one of the area's largest employers. MPS Group is parent to Modis, Accounting Principals, Entegee, Idea Integration, Special Counsel, Soliant Health and Bellini.



Media Coverage