



## World Record "Row For Freedom" Supported by ManpowerGroup

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LONDON, Dec. 5, 2011 /PRNewswire/ -- ManpowerGroup (NYSE: MAN), the world leader in innovative workforce solutions, is proudly supporting the Row For Freedom team as they depart on their extraordinary endeavor to row the Atlantic Ocean unaided and shine an international spotlight on the issue of human trafficking.

(Logo: <http://photos.prnewswire.com/prnh/20110330/CG73938LOGO-a>)

Row For Freedom, a Sport Against Trafficking campaign, is a one-off event that will see five ordinary women row 3,000 miles across the Atlantic, following a route that was previously used to transport slaves between Europe and the New World, to raise money for charities, A21 Campaign and ECPAT UK, which support victims of human trafficking. The team will row 24 hours a day — two hours on, two hours off — for an estimated 40 days in a double world record attempt to be the first female six and the fastest female crew to complete the row.

"ManpowerGroup is delighted to be the lead partner of the Row For Freedom team in their courageous efforts to elevate the issue of human trafficking on the global agenda. We hope their momentous journey inspires others to give generously to this cause and we wish them a safe and speedy crossing," said David Arkless, ManpowerGroup President of Corporate and Government Affairs, President of the End Human Trafficking Now! Campaign, and ambassador for the UK's Centre for Social Justice and an Advisor on their Anti-Slavery Report. "As we mark their departure, I'd encourage every responsible corporation and individual to come together and join the fight to eradicate this dreadful practice."

Working in partnership with other organizations to create awareness of, and take action to prevent, practices such as human trafficking is part of ManpowerGroup's mission to create a bridge to employment for disadvantaged individuals around the world, and opposing labor practices that exploit individuals, particularly the disenfranchised.

"As an organization engaging so many people, ManpowerGroup has long been committed to helping protect people everywhere we operate, particularly the vulnerable," added Arkless. "The belief that every individual should have the right to work in a safe and dignified way without being exploited lies at the core of ManpowerGroup's work. With human trafficking present in every single country and territory in our network, it is clear that this illegal practice is very much alive, and corporations cannot afford to ignore its presence."

Human trafficking is the second-largest and fastest-growing illegal industry in the world behind the drugs trade. With an estimated 27 million people (half of them children) being trafficked each year, this is an industry that generates \$30 billion annually. Contemporary slavery takes various forms and affects people of all ages, sex and race today and across the world products such as cotton, leather goods, tobacco, rubber and cocoa are still being produced using child labor or forced labor.

ManpowerGroup is dedicated to working with and supporting vulnerable groups in society, such as those who continue to be trapped in modern-day slavery. The company is actively involved in the End Human Trafficking Now! Campaign, the Not For Sale Campaign to end human trafficking and slavery, and was the first company to sign the Athens Ethical Principles, which have a zero tolerance policy on working with any entity associated, in any way, with human trafficking.

### About ManpowerGroup

ManpowerGroup™ (NYSE: MAN), the world leader in innovative workforce solutions, creates and delivers high-impact solutions that enable our clients to achieve their business goals and enhance their competitiveness. With over 60 years of experience, our \$22 billion company creates unique time to value through a comprehensive suite of innovative solutions that help clients win in the Human Age. These solutions cover an entire range of talent-driven needs from recruitment and assessment, training and development, and career management, to outsourcing and workforce consulting. ManpowerGroup maintains the world's largest and industry-leading network of nearly 3,900 offices in over 80 countries and territories, generating a dynamic mix of an unmatched global footprint with valuable insight and local expertise to meet the needs of its 400,000 clients per year, across all industry sectors, small and medium-sized enterprises, local, multinational and global companies. By connecting our deep understanding of human potential to the ambitions of clients, ManpowerGroup helps the organizations and individuals we serve achieve more than they imagined — because their success leads to our success. And by creating these powerful connections, we create power that drives organizations forward, accelerates personal success and builds more sustainable communities. We help power the world of work. The ManpowerGroup suite of solutions is offered through ManpowerGroup™ Solutions, Manpower®, Experis™ and Right Management®. Learn more about how the ManpowerGroup can help you win in the Human Age at [www.manpowergroup.com](http://www.manpowergroup.com).

ManpowerGroup is the most trusted brand in the industry, being the only company in our industry to be named to the Ethisphere Institute's 2011 World's Most Ethical Companies list for our proven commitment to ethical business practices, including an outstanding commitment to ethical leadership, compliance practices and corporate social responsibility. In addition, ManpowerGroup has also been recognized as the industry leader by *Fortune* magazine, who named the company in first place on its 2011 list of the Most Admired Companies in the temporary help sector.

In January 2011, at the World Economic Forum Annual Meeting in Davos, Switzerland, ManpowerGroup announced the world has entered the Human Age, where talent has replaced capital as the key competitive differentiator. Learn more about this new age at [www.manpowergroup.com/humanage](http://www.manpowergroup.com/humanage)

Gain access to ManpowerGroup's extensive thought leadership papers, annual Talent Shortage surveys and the Manpower Employment Outlook Survey, one of the most trusted indices of employment activity in the world, via the ManpowerGroup World of Work Insight iPad application. This thought leadership app explores the challenges faced by employers navigating the changing world of work and provides in-depth commentary, analysis, insight and advice on strategies for success.

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