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## NEWS FOR IMMEDIATE RELEASE

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### **BATESVILLE CASKET COMPANY AWARDS SINGLE-SOURCE RPO CONTRACT TO FIRST ADVANTAGE** *—Fully integrated solution enhances complete recruitment process—*

**INDIANAPOLIS, Ind., Jan. 30, 2007**— The Employer Services segment of First Advantage Corporation (NASDAQ: FADV) today announced the selection of its recruiting solution by Batesville Casket Company, a subsidiary of Hillenbrand Industries. First Advantage's Recruiting Solutions will provide single-source recruitment process integration services, enabling Batesville Casket Company to address recruiting issues common to many mid-market organizations, such as excessive recruiting costs and the need to redirect internal Human Resources (HR) staff to a more strategic focus. This recruiting partnership will help Batesville gain and keep an edge in the competition for top talent.

Batesville's long-term talent acquisition strategy is focused on sourcing, developing and retaining top talent while keeping cost-per-hire in check and reducing the overall time-to-fill for open requisitions. As a proactive measure to ensure that the organization could meet their goals without overburdening existing HR staff, Batesville tapped First Advantage's Recruiting Solutions to provide a cohesive, comprehensive solution.

Anthony Casablanca, vice president of Human Resources for Batesville Casket, commented, "The relationship between Batesville Casket Company and First Advantage's Recruiting Solutions has been growing for years. First Advantage's willingness to get deeply involved in our sourcing and talent initiatives and provide solutions to meet our needs has been extraordinary."

The new partnership enables First Advantage to provide a host of integrated solutions for Batesville's ongoing staffing needs. The single-source solution, supported by integrated technology, includes recruitment advertising, direct sourcing, job board management, background screening and employer tax incentives.

The service integration provides Batesville with greater efficiency due to the expertise and technological assets First Advantage controls. The solution also enables Batesville's internal HR staff to focus less on the transactional aspects of recruiting, and more on the core HR needs of their organization.

"As a nationally recognized, award-winning manufacturing company, Batesville Casket Company's dynamic employment opportunities require individuals with diverse skill sets and experience levels, and it is critical that their recruiting solution supports both strategic

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and tactical staffing needs,” said Winn Van Brimer, director of Recruiting Solutions for First Advantage . “We worked closely with Batesville’s team to build a custom solution that integrated our recruiting process efficiencies with their current structure in order to fully support their initiatives.”

“The Employer Services segment has built a comprehensive, fully integrated talent acquisition suite of services. While these services can be purchased as individual solutions, the real efficiency and effectiveness of what First Advantage can offer is delivered via the recruitment process integration solution,” said Rick Mansfield, executive vice president in First Advantage’s Employer Services segment.

#### **About Batesville Casket Company**

Batesville Casket Company, headquartered in Batesville, Ind., is one of the nation's leading funeral service supply companies and has been part of helping funeral directors and families for more than one hundred years. A wholly owned subsidiary of Hillenbrand Industries, Inc. (NYSE: HB), Batesville's 3,600 associates are committed to helping families honor the lives of those they love. More information about Batesville Casket Company can be found at [www.batesville.com](http://www.batesville.com).

#### **About First Advantage**

First Advantage’s Employer Services segment provides a comprehensive suite of global talent acquisition solutions specifically designed to reduce the time, cost and risk associated with candidate recruiting, applicant tracking, screening, assessments and ongoing retention processes. Recruiting solutions include marketing services, interactive advertising and media management, recruitment process integration and job posting technologies. More information can be found at [www.FADVrecruiting.com](http://www.FADVrecruiting.com)

First Advantage Corporation (NASDAQ: FADV) provides innovative products and services that mitigate risk by helping businesses, non-profit organizations, government agencies and consumers make more informed decisions. Headquartered in St. Petersburg, FL., the company has more than 4,500 employees in 10 countries that support over 65,000 clients globally. More information about First Advantage is available at [www.FADV.com](http://www.FADV.com).

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