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## NEWS FOR IMMEDIATE RELEASE

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## GLOBAL WAR FOR TALENT KICKS INTO HIGH GEAR WITH LOOMING CHANGES IN THE DEMOGRAPHIC AND GEOGRAPHIC LABOR MARKET

*—Aberdeen Group report, sponsored by First Advantage, provides strategic roadmap for  
recruiting and retaining top talent around the world —*

**ST. PETERSBURG, Florida, July 10, 2007—The Employer Services segment of First Advantage Corporation (NASDAQ: FADV)** is highlighting the recruiting industry's most pressing issue by sponsoring Aberdeen Group's report, "The Global War for Talent: Getting What You Want Won't Be Easy."

The Aberdeen report includes a number of important new findings, including how best-in-class organizations use strategy, processes and technology to improve recruiting efficiencies and compete for the best talent. As a leading provider of global talent acquisition management solutions, First Advantage was selected as a sponsor by Aberdeen Group, a Harte-Hanks Company and Boston-based research firm, to ensure the business community is better prepared to address global talent issues.

The report examines how global enterprises are adopting and adapting talent acquisition strategies in order to overcome the shortage of skilled labor due, in large part, to changes in the demographic and geographic labor market. In addition to providing insight into best-in-class companies, this report also recommends actions to improve recruiting efficiencies and compete in the global war for talent. Report findings include the following:

- Companies that implement, integrate and communicate a talent-acquisition strategy are up to five times more likely to experience a decreased cost per hire.
- Best-in-class organizations are only 20 percent more likely than their industry peers to measure quality of hire, but are four times more likely to increase this critical metric.
- Sixty percent of companies surveyed stated that "future workforce planning" was a top factor driving their company to focus resources on talent acquisition.
- Best-in-class companies are more than twice as likely to have a talent acquisition strategy that is integrated with the company's overall strategic plan.

"Findings from Aberdeen's Global War for Talent report bring an ever growing issue directly to the boardroom doors," said Kevin Martin, research director, human capital management with Aberdeen Group. "The report clearly exposes the elevating

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importance of strengthening a company's talent acquisition strategy and integrating talent acquisition management into the company's overall growth plan."

"The global economy and significant demographic changes are increasing the competition to attract, hire and retain top talent," said David R. Wirta, executive vice president - Employer Services for First Advantage. "It was critically important for us to sponsor this research, which will help companies develop a talent acquisition management process and discover the technologies, strategies and processes needed to ensure future success."

To obtain a complimentary copy of the research, visit [www.FADV.com/Aberdeen07](http://www.FADV.com/Aberdeen07).

### **About Aberdeen Group, a Harte-Hanks Company**

Aberdeen is a leading provider of fact-based research and market intelligence that delivers demonstrable results. Having benchmarked more than 30,000 companies in the past two years, Aberdeen is uniquely positioned to educate users to action: driving market awareness, creating demand, enabling sales and delivering meaningful return-on-investment analysis. As the trusted advisor to the global technology markets, corporations *turn to Aberdeen™* for insights that drive decisions.

As a Harte-Hanks Company, Aberdeen plays a key role of putting content in context for the global direct and targeted marketing company. Aberdeen's analytical and independent view of the "customer optimization" process of Harte-Hanks (Information – Opportunity – Insight – Engagement – Interaction) extends the client value and accentuates the strategic role Harte-Hanks brings to the market. For additional information, visit Aberdeen at [www.aberdeen.com](http://www.aberdeen.com) or call (617) 723-7890, or to learn more about Harte-Hanks, call (800) 456-9748 or go to [www.harte-hanks.com](http://www.harte-hanks.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. First Advantage's talent acquisition and applicant tracking systems provide a total solution for managing the hiring process. Powering both salaried and hourly hiring, First Advantage integrates all critical hiring related services on a single platform. Built on flexible technology, the system adapts and grows as needs change. First Advantage applicant supports hiring needs in 13 languages and with more than 100 culture settings.

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, Fla., the company has more than 4,700 employees in 11 countries that support over 90,000 clients globally. More information about First Advantage is available at [www.FADV.com](http://www.FADV.com).