

**For Immediate Release**

### **HODES IQ WINS HRCHITECT'S BEAUTY PAGEANT FOR TALENT ACQUISITION SYSTEMS**

**NEW YORK CITY, NY— SEPTEMBER 2, 2009** – Hodes iQ, Bernard Hodes Group's award-winning talent acquisition and management product, this week announced that they have been named the new Talent Acquisition Systems HRchitect Beauty Pageant contest winner.

HRchitect, a leader in HR systems strategic consulting and a premier Human Capital Management (HCM) and Talent Management systems consulting firm, has been orchestrating and hosting the beauty pageant style competition since 2008 on a variety of topics related to the HCM industry. Each pageant features the top vendors in their respective category and contestants are asked to showcase their company along with their unique product features and value proposition in the marketplace to audience members. The concept allows attendees to see presentations in a fun and informative format where the audience votes on the winner at the conclusion of the webinar.

“Hodes iQ did a fantastic job in their first HRchitect Beauty Pageant appearance,” said Matt Lafata, vice president of sales and marketing for HRchitect and the host of the Beauty Pageants. “Their usage of pageant imagery in their presentation, coupled with the fact that they highlighted their own clients as part of that imagery, made for a very entertaining and informative presentation about their company and product offering.”

The competition took place on Friday, August 21 and Hodes iQ was crowned the new winner against such companies as SilkRoad, HRsmart, Taleo and iCIMS. The Talent Acquisition Systems pageant had record participation according to HRchitect, the largest in the pageant’s history.

“We are very excited to have been recognized as the winner for presenting the best solution for talent acquisition systems,” said Jeremy Shapiro , senior vice president, Hodes iQ. “It’s our first time participating so we are extremely honored to have won against some solid players in the market.”

The pageant format allows registered attendees to review and analyze competing products in a neutral landscape, allowing each vendor to highlight their unique product features and how they differentiate themselves from their competitors. With today’s economical challenges, it’s important for HR professionals to clearly measure products in an apples-to-apples comparison and to make business driven decisions on what they feel would best fit their organization’s needs now and in the future.

#### **ABOUT HODES IQ**

Hodes iQ makes talent management work for companies that know what they want from a talent management system by delivering flexible software solutions for talent acquisition, candidate sourcing, onboarding, career websites and recruitment process improvement. Hodes iQ also integrates seamlessly with best-of-breed solutions for performance management, succession planning, assessment, and background checks. Hodes iQ is supported by superb customer service, best-practice consulting and decades of experience through Bernard Hodes Group, offering unparalleled expertise in the recruitment marketing and employment branding industry. Hodes iQ offers several product lines for the Fortune 1000, mid-sized companies, as well as growing businesses. Hodes iQ is on the Web at [www.hodesiq.com](http://www.hodesiq.com).

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## **ABOUT BERNARD HODES GROUP**

As a fully integrated talent solutions provider, Bernard Hodes Group ([www.hodes.com](http://www.hodes.com)) offers solutions that often combine multiple service offerings from the Company's core competency areas: Recruitment Marketing; Sourcing/Response Management; Hiring Process Re-engineering; and Staffing Technology ([www.hodesiq.com](http://www.hodesiq.com)). All solutions are developed and measured within the company's 360-degree process methodology. The company is headquartered in New York, with over 80 offices and affiliates around the globe. Bernard Hodes Group is a wholly owned subsidiary of Omnicom Group, Inc., (NYSE - OMC), one of the world's leading marketing communications companies. Bernard Hodes Group serves thousands of clients in virtually every industry, helping them to attract and retain talented workers in every skill set.

## **ABOUT HRCHITECT**

HRchitect is the leader in HR systems strategic consulting. As the premier Human Capital Management (HCM) and Talent Management Systems consulting firm, our services include the selection, implementation, and integration of Human Resource Information Systems (HRIS), Talent Management Suites (TMS), Performance Management, Succession Management, Compensation Management, Learning Management, Competency Management, Talent Acquisition Systems, and Time & Attendance software. Based in Dallas with consultants nationwide, HRchitect has completed over 500 successful client engagements over the past eleven years. HRchitect's client list consists of companies of all sizes from all industries and includes 1 in 5 companies on the Fortune 100 list. To find out how HRchitect's HR software expertise can benefit your company, visit our website at [www.HRchitect.com](http://www.HRchitect.com).

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