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Press Release

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St. Petersburg, Fla. ?November 25, 2012 ? [Engage PEO](#), a leading professional employer organization providing HR outsourcing solutions to small and mid-sized businesses, has expanded its presence to the northeast United States and hired John Cataldo as vice president of sales for the region.

Based in New Jersey, Cataldo will expand relationships with local insurance broker partners, building strategic alliances to bring Engage?s suite of HR solutions to businesses in the area, while driving new and innovative strategies for the company?s growth.

?The northeast United States is one of the nation?s most vibrant PEO markets and a key part of Engage?s growth strategy,? said Jay Starkman, chief executive officer of Engage. ?I don?t know anyone who knows that market better than John. He has a track record of overcoming all obstacles and consistently delivering beyond expectations. We are very lucky to have him on the Engage team.?

With more than 18 years of experience in the payroll, PEO and insurance broker industries, Cataldo has been responsible for building and leading highly productive teams, developing effective policies and procedures for his clients and generating record sales growth. He was recognized as the Most Valuable Player and Division Sales Manager of the Year at his previous companies.

?Every day more and more employers in the tri-state area are turning to PEOs to help them navigate through complicated HR issues compounded by the current regulatory environment,? said Cataldo. ?It?s an exciting time in an exciting place with an exciting company that I?m thrilled to be a part of.?

Cataldo holds a Bachelor of Arts and Sciences from Boston College and has received executive and sales training from Dale Carnegie, Sandler Sales, Tony Robbins and Tom Hopkins.

About Engage PEO

Engage PEO delivers comprehensive HR solutions to small and mid-sized businesses, sharpening their competitive advantage. Comprised of the industry?s most respected veteran professional employer organization executives, certified HR professionals and attorneys, Engage PEO provides hands-on, expert HR services and counsel to help clients minimize cost and maximize efficiency for stronger business performance. The company?s superior service offering includes a full range of health and worker?s compensation insurance products, payroll technology and tax administration, risk management services and best-of-breed technology as part of an extensive suite of HR services. For more information visit www.EngagePEO.com

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