



press room

Corporate Developments & Alliances



**FOR IMMEDIATE RELEASE**

## **ERC DATAPLUS PARTNERS WITH MASON & KICHAR RECRUITMENT ADVERTISING**

### **Partnership will enable ERC Clients to enhance their online recruiting through employer branding**

**Norwalk, CT. --- (August 21, 2007) ---** ERC Dataplus, Inc., a leading provider of recruiting software solutions, announced today that it has expanded its partnership with Mason & Kichar Recruitment Advertising, Inc., a leading full-service recruitment advertising agency. The partnership was first established in January 2000 when ERC appointed Mason & Kichar an affiliated representative of its' Selectech® Workforce Management system. During this time, Mason & Kichar has been marketing Selectech to its' clients and prospects under the name *MKResume*.

Under the expanded arrangement, ERC will make available to its clients and prospects Mason & Kichar's knowledge and skills in establishing an effective employer branding strategy. Mason & Kichar services include research, analysis, strategy development, planning, implementation, and continuous monitoring.

"Being able to bring Mason & Kichar's expertise with employer branding is another example of where ERC is able to deliver superior recruiting and selection services to our current clients and prospects," said Paul L. Rathblott, President and CEO of ERC Dataplus. "Both of our respective organizations have benefited from our partnership over these past seven years and I am eagerly awaiting the results of expanding our relationship in the future," he added.

Sharon Mason, President of Mason & Kichar stated, "We had originally selected ERC to work with after evaluating a number of systems available on the market. However, ERC offered more than great product, it offered a commitment to the same level of service that Mason & Kichar's clients demand of it. This was a key factor for us." She went on to say, "We're delighted to be bringing some of our additional areas of expertise to ERC's existing clients and prospects."

### **About Mason & Kichar**

Mason & Kichar is a full-service recruitment advertising firm with clients ranging in size from start-up to Fortune 100s offering a broad range of expert advice and services to help launch and manage highly effective traditional and web-based advertising campaigns.

For more information about Mason & Kichar, visit [www.masonkichar.com](http://www.masonkichar.com).

### **About ERC Dataplus**

ERC Dataplus delivers Web-based HR management solutions that help organizations optimize their workforces. Since 1993, ERC has enabled leading financial service firms, call centers, retailers, hospitality organizations and Fortune 2000 companies to automate and enhance their employee recruitment, selection, development and retention.

ERC's comprehensive recruiting solutions help manage the entire hiring process from applicant attraction, pre-qualification, assessment and interview coordination through on-boarding. In addition to saving time and reducing administrative burdens associated with both non-exempt and exempt employee recruiting, ERC solutions improve the

quality and quantity of qualified candidates, reduce turnover, fill openings more quickly and provide analytics that allow organizations to better manage and measure all hiring-related activities.

ERC also offers post-hire HR technology through its performance management and multirater assessment applications, talent inventory management, and employee surveys (new hire, exit and climate surveys).

ERC's applications are modular in design and easy to use allowing clients to select what they need, when they need it. To learn more about ERC and its portfolio of cost effective staffing solutions visit [www.ercdataplus.com](http://www.ercdataplus.com) or call 1-888-ERC-CORP (372-2677).