

**FOR IMMEDIATE RELEASE**

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**HEADWAY ANNOUNCES POP-UP RETAIL WORKFORCE SOLUTION  
PROVIDING ON-DEMAND TALENT FOR TEMPORARY RETAIL LOCATIONS**

**RETAILERS ABLE TO STAFF POP-UP STORES THROUGH NATIONWIDE DELIVERY  
AS HEADWAY LAUNCHES ONLINE TALENT RESOURCE AT POPUPINSIDER.COM**

**RALEIGH, N.C. — JULY 7, 2011** – Headway Workforce Solutions, a North American recruitment and [contingent](#) labor provider, announced today its on-demand turnkey [retail talent solution](#) for pop-up retailers. “Providing pop-up stores access to qualified retail talent through a single source nationwide recruitment and staffing vehicle enables these retailers to focus more on merchandising, sales and running their business during their limited operational window, while [Headway](#) handles all of their staff and labor requirements”, stated JP Sakey, Headway’s President and CEO.

Headway’s Pop-Up Retail Workforce Solution serves all 50 states offering retailers a streamlined approach to find, recruit and employ workers for their temporary duration pop-up stores and locations. The program utilizes Headway’s proprietary job-seeker [database](#) of 2 million candidates, and provides retailers a variety of contingent (temporary) store managers, sales associates and regional supervisors at a fraction of the cost and time that retailers typically experience to staff and recruit for their pop-up locations. The solution has the additional option where retailers can outsource the day to day management and operational requirements of running their pop-up locations to Headway.

The company simultaneously announced that they have partnered with [PopUpInsider](#), the retail industry’s leading source for pop-up retail and temporary real estate by introducing an online pop-up talent widget that enables site visitors to view retail talent levels on a market by market basis at [www.popupinsider.com/popup-talent](http://www.popupinsider.com/popup-talent). Retail operators who count on PopUpInsider.com for key real estate information can now also review potential candidate levels in areas they are considering pop-up locations.

“We are pleased to provide our PopUpInsider.com users Headway’s interactive retail talent tool as they use our site to help them manage their pop-up location and real estate needs”, stated Christina Norsig, CEO & Founder of [PopUpInsider](#).

**About Headway**

[Headway Workforce Solutions](#) connects organizations with superior talent and strategic workforce solutions that improve operational and financial results. The company’s centralized and technology-driven nationwide delivery optimizes direct-hire recruitment and contingent (temporary) workforce performance. Learn more by visiting [www.HeadwayCorp.com](http://www.HeadwayCorp.com).

**About PopUpInsider.com**

PopUpInsider.com is a highly targeted online exchange dedicated to pop-up shops, temporary retail or event space used to generate sales and market brands. For more information please visit [www.popupinsider.com](http://www.popupinsider.com)

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