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Dayforce Launches with New Generation of On-demand Workforce Management

Focus on corporate performance an industry first

Toronto, ON – April 16, 2009 – Dayforce, the innovator in performance-driven workforce management, makes its debut today with a focus on corporate performance that marks an industry-first. Dayforce integrates performance objectives into workforce planning, scheduling, and management to help companies achieve optimal organizational performance and profitability. The solution is delivered as a subscription using the software-as-a-service model to drastically reduce costs, accelerate deployments and maximize returns.

Dayforce is led by President and CEO David Ossip, a recognized leader and innovator in the workforce management industry. Mr. Ossip has a successful track record of building companies in the workforce management arena. He founded Workbrain Inc., which became the most widely-deployed workforce management solution for large enterprises, in addition to being ranked as one of North America's fastest growing companies.

“We’re excited to be helping companies achieve greater accountability for enterprise performance throughout the organization,” said Dayforce President and CEO David Ossip. “Dayforce embeds user-defined corporate goals like sales per hour or wage percent directly into workforce processes so decision-makers can instantly determine the impact of their operational labor budgeting, scheduling or time and attendance decisions on corporate targets.”

Dayforce uses latest generation technologies to deliver a modern business application that creates a dramatically richer, more intuitive and more rewarding user experience. These technologies also greatly improve application performance by taking better advantage of end-user desktop resources.

About Dayforce

Dayforce Workforce Performance Management helps employees think and behave like owners when making operational workforce decisions. The company is the only solution provider to embed client-

defined corporate goals directly into its application to improve organizational performance and profitability. Available on a subscription basis, Dayforce solutions reduce costs, increase sales and boost employee satisfaction. The solution unites labor planning, forecasting, scheduling, time and attendance, and task management in a single, on-demand application. For more information, please visit www.dayforce.com.

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