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Gevity announces its third annual March Forth DaySM celebration

Bradenton, FL – February 26, 2008 – Today, Gevity (NASDAQ: GVHR) announced its third annual *March Forth Day*. The company established *March Forth* to celebrate its colleagues — giving them a day off and encouraging them to focus on their personal fulfillment. This holiday supports a key tenet of the company's *people 1st* philosophy — that businesses thrive when employees reach their full potential.

Last year, Gevity kicked off its *March Forth* festivities by ringing the closing bell of the NASDAQ Stock Market on March 1. This year, on March 4th, Gevity colleagues will enjoy *March Forth* celebrations throughout Gevity offices nationwide. In addition to the at-work celebrations, each Gevity colleague is offered a paid holiday and encouraged to invest time in themselves by doing something important to them; trying something new or celebrating life. Colleagues have the freedom to choose their own personal *March Forth Day*, which can be any day of the year.

The paid holiday enables Gevity colleagues to carry *March Forth* back to the workplace — to be inspired throughout the year as they continue to achieve personal and professional goals. For Gevity, *March Forth* is a year-round state of mind and a symbolic reminder of HR excellence. It encourages new ways of thinking and propels employees toward excellence in all aspects of their work.

March Forth highlights how Gevity is a company that leads by example, putting their *people first* by encouraging them to “take the day off to take the day on.” Gevity colleagues are given the opportunity to improve their own personal development and quality of life. In previous years, colleagues have celebrated *March Forth* by sky diving, doing volunteer work, and even proposing to a loved one.

According to Dan Shirra, Gevity's VP of Marketing, “Instilling the *March Forth* spirit into our organization reflects our desire to do all we can to help our people stay enthusiastic. Enthusiastic about their jobs, and enthusiastic about life.”

For more information about *March Forth*, visit www.marchforth.info.

About Gevity

Thousands of small and mid-sized businesses nationwide leverage the flexibility and scalability of Gevity's human resources (HR) solution to help them maximize the return on investment in their people. Essentially, Gevity (NASDAQ: GVHR) serves as the full-service HR department for these businesses, providing each employee with support previously only available at much larger companies.

Gevity delivers the Gevity Edge™, a comprehensive solution comprised of innovative management and administration services, helping employers to streamline HR administration, optimize HR practices, and maximize people and performance. This solution enables both businesses and their employees to achieve their full potential, giving them an *edge* over competitors.

Gevity's unique approach features Gevity OnSite™, experienced HR Consultants based in local markets backed by nationwide resources and easy-to-use technology, including Gevity OnLine™ and Gevity OnCall™. For more information, visit gevity.com.

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