

## **For Immediate Release**

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### **Gevity Launches *March Forth*<sup>SM</sup> as the Annual Corporate Day Off** *Company Invites Other Businesses to Join Movement to Promote Personal Growth and Business Success*

**Bradenton, FL – March 1, 2007** – Gevity (NASDAQ: GVHR), which serves as the full-service human resources department for small and mid-sized businesses, today announced the launch of *March Forth*. The company first established *March Forth* (celebrated this year on March 2) to provide a day off for Gevity colleagues to focus on personal fulfillment, which it celebrated for the first time last year. This supports a key tenet of the company's *people first* philosophy, which is that businesses thrive when employees reach their full potential.

*March Forth* was originally designed to provide Gevity colleagues with a day off, encouraging staff to do something meaningful, to embrace life or try something new. As a result, colleagues carry *March Forth* back to the workplace to be inspired throughout the year as they continue to achieve personal and professional goals. As a thought leader in the human resources industry, Gevity now plans to extend the movement to its clients and other businesses.

*March Forth* highlights how Gevity leads by example, placing Gevity people first by encouraging colleagues to “take the day on” rather than just taking the day off. Gevity colleagues are provided the opportunity to improve their own personal development and quality of life. Colleagues have indicated they will use the day for activities as varied as sky diving, performing volunteer work, or even proposing to a loved one.

“At Gevity, we help companies maximize the performance of their people to achieve greater business success,” said Erik Vonk, Gevity Chairman and CEO. “At the very core of our business is the *people first* philosophy. We have at Gevity an unusually dedicated, committed, and spirited work force, and in our belief that the greatest human resource is the human spirit, we have created *March Forth*.”

## **More Than a Day Off**

*March Forth Day* is set aside each year to symbolize HR excellence, but *March Forth* is a year-round state of mind to encourage new ways of thinking and to propel Gevity colleagues – and soon employees everywhere – toward excellence in all aspects of their work. Throughout the year, Gevity reinforces the *March Forth* state of mind with contests, events and other activities – all designed to increase colleague engagement. Gevity Institute research shows that more engaged employees are highly motivated and give their employers more discretionary effort. In turn, that helps lead to improved sales and profit growth and lower employee turnover. (For more information, visit [gevityinstitute.com](http://gevityinstitute.com).)

Gevity colleagues will celebrate *March Forth* this year on Friday, March 2. Additionally, Gevity will kick off this year's *March Forth* festivities by ringing the closing bell of the NASDAQ Stock Market on March 1, 2007 at 4:00 p.m. EST. Gevity plans to make the *March Forth* available to all Gevity clients and any other company interested in participating in early 2008. For more information about *March Forth*, visit [www.marchforth.info](http://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, call 1.800.2GEVITY (1.800.243.8489) or visit [gevity.com](http://gevity.com).