



## **WorkLife Financial Announces WorkLife HR<sup>SM</sup> Name to Highlight Key Service Offering**

TROY, MI – September 14, 2009 – WorkLife Financial, Inc., a professional employer organization that provides financial and administrative solutions to the workplace including payroll administration, human resource management, employment law compliance and benefits services, is trademarking the name WorkLife HR<sup>SM</sup>.

WorkLife Financial, the parent company of WorkLife HR, chose the name to better align itself with the human resources side of its business as well as to increase recognition amongst clients, prospects and the marketplace.

“We are excited about the WorkLife HR name and believe our clients and prospects will have a more concrete understanding of the quality services we deliver to the workplace; it reflects our focus and commitment to providing business owners more time to concentrate on their own business and not the business of employment,” said Steve Groulx, CEO.

The company remains committed to delivering all of its service offerings to the workplace to help companies rid themselves of the time-consuming and non-profit generating functions associated with running a business.

In conjunction with the new name, the company has released a new logo and will launch a new website to further enhance the concept.

### **About WorkLife HR**

WorkLife HR, a trademark of WorkLife Financial, Inc., headquartered in Troy, Mich., provides financial and administrative solutions to the workplace including human resource management, payroll administration, employment law compliance and benefits services allowing them to serve their client-base as a “one source” small business services and asset management provider. The company is a national firm with offices in Atlanta, Ga.; Phoenix, Ariz.; Dallas, Tex.; Columbia, S.C.; Jacksonville, Fla.; Ocala, Fla.; and Charlotte, N.C. For more information, please visit [www.worklifehr.com](http://www.worklifehr.com).

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