

FORCESELECT IDENTIFIED AS ONE OF UK'S BRIGHTEST NEW BUSINESSES IN NEW SURVEY

London, August 27 2010 – ForceSelect, the UK's leading military service leaver recruitment consultancy, is proud to have been selected as one of the UK's most dynamic and innovative new businesses in the recently published Startups 100 list.

Startups 100, organised by the startups.co.uk, the UK's most popular website for small businesses, celebrates the 100 most exciting and promising new businesses and entrepreneurs shaping the start-up market right now.

ForceSelect, which was launched in March 2010, provides job opportunities and mentoring for military service leavers and donates funds to the ForceSelect Foundation which helps smaller military charities in the UK.

ForceSelect CEO Hugh Andrée said: "We are delighted that ForceSelect has been identified as one of the most exciting new businesses to launch this year. It is a testament to the hard work we are putting in to provide opportunities for military service leavers across the UK. Employing former service men and women can help the economy get back on its feet and provides British businesses with highly motivated and skilled individuals who have served our country so proudly."

Sara Rizk, editor, Startups.co.uk, added: "We're incredibly proud to have ForceSelect on our list of the UK's most innovative and dynamic new businesses and look forward to watching its continued success."

In choosing the Startups 100, the team were looking for businesses and entrepreneurs that demonstrated:

- Innovation, in concept or delivery
- Ability to disrupt existing market places
- Growth potential
- Strong management, bright thinkers
- Evidence of existing or future revenues

The news is the latest boost to the success of ForceSelect, which has more than 5,000 service men and women on its books. All ForceSelect recruitment staff have a military background and official partners include British Gas and UPS.



ForceSelect directors include bestselling author and SAS hero Andy McNab and former Chief of the General Staff General Sir Mike Jackson while Dame Kelly Holmes and Rolls Royce Chief Executive Sir John Rose are amongst the ForceSelect Foundation Trustees.

For more information or to see the full Startups 100 list please visit: www.startups.co.uk

Ends

NOTES TO EDITORS

ForceSelect was set up in 2009 by former Army officer Hugh Andrée to provide military service leavers – currently estimated to be around 20,000 each year – with the best and most appropriate career opportunities within UK businesses.

ForceSelect is implementing a mentoring and support programme to provide advice and guidance to individuals having left the Armed Forces, enabling a seamless transition from service life into civilian employment. These mentors will advise on areas such as accommodation, financial matters, medical matters and the different culture of civilian life.

As part of a wider corporate responsibility, the ForceSelect Foundation has been established in order to contribute towards service charities each year. ForceSelect will contribute a proportion of its profits to the Foundation as well as organising a range of fundraising activities.

All ForceSelect staff have served in the military including Managing Director and former artillery officer Lucy Wood; Director, best-selling author and SAS hero Andy McNab DCM MM; and Non-Executive Director and former Chief of General Staff General Sir Michael Jackson.

For media inquiries, please contact:

David Alexander, Calacus PR

david.alexander@calacus.com

+44 (0) 7802 412424