



NEWS RELEASE  
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## **Semper International opens its newest office in the virtual world Second Life®.**

**Boston, MA – March 1, 2007** – Semper International, the leading placement firm for skilled help in the graphic arts and printing industry, and a growing provider of trained, technical staffing in other high-tech areas, announces it has opened an office in the Second Life® virtual world, making the company more easily accessible for 'real-world' clients and skilled workers.

Second Life®, developed by Linden Labs®, is a 3-D virtual world entirely built and owned by its residents. Opening to the public in 2003, it is currently inhabited by over 4 million residents from around the globe. Second Life is an exciting new venue for collaboration, training, distance learning, new media studies and business.

The collaborative nature of the virtual 3-D Second Life world makes it an exceptional resource for a recruiting company to interact with clients and talent. Semper expects to quickly develop new ways to interface with its clients, using the world for streaming video and presentations. Plans are also underway to use the world for employee training and development of a virtual call center.

"Semper is excited to be working at the forefront of this new, 'revolutionary' recruiting world. We have been watching the development of virtual technology closely. Our emerging business unit focusing on video game, creative and virtual reality staffing will greatly benefit from our efforts as an early adopter, as will our traditional niche—from which we are already seeing results stream in. From our Second Life location, we can connect with potential job seekers, register them with our company, interview and link them directly to jobs. We also expect to develop a training curriculum for our own internal

employees in areas such as database navigation, recruiting techniques and selling concepts," comments Brian Regan, Semper International Chief Operating Officer. "We also intend to use Second Life as a way to connect with our clients and demonstrate our services in a virtual conference setting. As we see it, the virtual sky is the limit."

Semper International's Second Life office can be found at <http://slurl.com/secondlife/jacqueland/92/52/22>.

"Second Life" and "Linden Labs" are registered trademarks of Linden Research.

### **About Semper International**

Headquartered in Boston with branch offices nationwide, Semper International is a temporary help placement firm founded and staffed by professionals who understand the positions, equipment, and software essential to their core business areas, assuring a perfect employee-employer match.

To provide career growth, Semper University is an online training program to help employees prepare for upcoming changes in the industry. Realizing how the Internet is revolutionizing the industry, Semper also works with the most talented web designers, graphic designers, desktop publishers and production managers.

For more information, visit Semper International at [www.semperllc.com](http://www.semperllc.com).

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