



CheckPoint HR Unveils Website Redesign to Provide an Optimized Customer Experience

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Leading Administrative Service Organization Launches New Website and Adds Over Fifty New Customers in the First Quarter of 2008

PR9.NET June 03, 2008 - Edison, NJ – CheckPoint HR, an innovator and leading Administrative Service Organization (ASO) that offers small- to mid-size organizations an integrated Human Resource Management System (HRMS) for payroll services, human resources, and benefits administration, today announced it has unveiled the redesign of its new Website and test-drive tool to establish brand awareness, provide clarity of communication and foster business to business marketing and lead generation. The Website at <http://www.checkpointhr.com> incorporates a sleeker design architecture with clean, aesthetic lines optimizing the overall customer experience.

"In response to the rapid growth and development within the ASO industry, CheckPoint HR has taken the necessary steps to create a Website as innovative as the payroll, human resources, and benefits solutions we offer," CheckPoint HR President Tim Padva said. "CheckPoint HR continues to lead the industry in empowering small to mid-market businesses to take control of their payroll and HR needs."

The test drive tool combines moving graphics, music and informative voice-over to create a comprehensive user experience. The Website also features key information outlining the specific solutions for CFOs, HR Managers, Payroll Managers and Consultants. Multiple customer case studies and a consultant referral program aims to help customers at all stages of their payroll and HRMS implementation period.

The launch of the new Website comes after an extremely successful first quarter, where CheckPoint HR signed on over fifty new clients throughout the East Coast. Padva added, "Our target customer ranges from 50 to 5000 employees and is extremely focused on growing their businesses and streamlining their operations. We are excited about our expanding client list and look forward to continued success."

In addition to payroll, human resources, and other employee lifecycle services, such as recruiting, talent management, e-learning, reporting, and employee self-service, administered through its technology portal, CheckPoint HR through its affiliate The Wilshire Group, also offers a broad range of insurance solutions, including health, life, and workers' compensation, as well as 401K and pension plans.

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About CheckPoint HR

Since 2001, CheckPoint HR has helped mid-size organizations automate all aspects of their human resource operations. As a leading Administrative Service Organization (ASO), CheckPoint HR's innovative Web-based Human Resource Management System (HRMS) technology platform and payroll services offer an affordable, comprehensive solution to manage payroll and benefits administration, as well as other business-critical human resources processes. This allows small- mid-market organizations to deliver world-class services to its employees, reduce costs, and improve operational efficiencies. Further completing its HR management solutions, CheckPoint HR boasts one of the largest insurance agencies in the Northeast through The Wilshire Group, its benefits affiliate that offers its customers benefits procurement backed by a sales team of licensed insurance brokers.

Website: <http://www.checkpointhr.com>