



PRESS RELEASE

McDonald's Deutschland Inc. opts for StepStone's i-GRasp

The selection of StepStone's i-GRasp by McDonald's Deutschland Inc. strengthens StepStone's position as the key provider of e-recruitment solutions for the European retail and food industries

August 21, 2006 – McDonald's Deutschland Inc., the German subsidiary of the world's leading foodservice retailer, has chosen StepStone's i-GRasp e-recruitment solution to help streamline its recruitment processes.

McDonald's Deutschland Inc. has 1,264 restaurants in Germany, which employ 49,000 staff and serve 848 million customers annually. It has a net turnover of €2.42 billion and was recently voted one of the best companies to work for in Germany.

"As one of Germany's largest employers, we are constantly looking for people to join the McDonald's family and we needed a smooth, effective and innovative e-recruitment tool to fulfil our requirements," said Roman Wolf, Senior Director Human Resources at McDonald's Deutschland Inc. "i-GRasp meets our needs perfectly and we anticipate that we will see a significant return on investment within the first year of use."

"In addition to other great features, i-GRasp provides an easy-to-use tracking system that simplifies the applicant management process," explained Lars Eichof, Country Manager for StepStone Germany's Solutions business. "As a result of this function, Human Resource (HR) staff get some time back to focus on the other critical tasks that they manage. Our software also provides an initial review and selection process by assessing candidates on several criteria, presenting the HR team with the best CVs for further review."

The addition of McDonald's Deutschland Inc. to StepStone's considerable portfolio of retail and food sector clients further strengthens StepStone's position as the leading provider of e-recruitment solutions for the European retail and food sectors. Existing

customers in this sector include Carlsberg, Carrefour, Cadbury Schweppes, Louis Vuitton, Sephora and Whitbread.

Eichhof commented: “McDonald’s Norway already utilise a StepStone e-recruitment solution and we are delighted to extend the relationship by working with McDonald’s Deutschland Inc. For companies like McDonald’s, which receive thousands of CVs every month, i-GRasp can deliver significant time savings, making the overall recruitment process more efficient.”

StepStone’s i-GRasp enables both large and small organisations to achieve a more structured and effective recruitment process by delivering employer branded web-based job listings, online application forms, automated email correspondence as well as streamlined process management and reporting.

StepStone’s Solution Business has more than 460 clients across 14 countries and its e-recruitment solutions are produced in 10 languages.

About StepStone Solutions

StepStone was founded in Norway in 1996 and pioneered the development of online recruitment. The business unit StepStone Solutions delivers a complete suite to reinforce each element of the recruitment and retention process from the initial pre-hire attraction of candidates, through on-boarding to Total Talent Management of employees post-hire including HR Management, Performance Management, Compensation Management, Skills & Competency Management as well as Career & Succession Planning, Training & Development Management and Organisational Charting. StepStone’s fully web-based software solutions have been deployed by more than 800 companies such as Akzo Nobel, Bacardi, Bayer, BASF, BHP Billiton, Cable & Wireless, DHL, DuPont, Financial Ombudsman, Lufthansa, McDonald’s, Metro, Novartis, Pearson, Reed Elsevier, Siemens, Thames Water and Volkswagen. Gartner, one of the world’s leading technology analysts, reviewed StepStone’s solutions, positioning them as a ‘Leader’ in the e-Recruitment software sector (Magic Quadrant for e-Recruitment Software, 2006). StepStone is the only European based organisation to receive this status.

More information: www.stepstonesolutions.com

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