

American Valet selects Kronos® to optimize hiring

Hiring management system to create operational efficiencies and aid in turnover challenges

CHELMSFORD, Mass., Oct. 4, 2006 — With a mission to provide the most courteous, professional parking and transportation services to facilities nationwide, American Valet has tapped Kronos® Incorporated (Nasdaq: KRON) to help source, screen, and select best-fit job candidates. American Valet plans to implement Kronos' Workforce Acquisition™ solution at all locations.

“We're impressed with how well the Kronos hiring management product is tailored for the requirements and needs of the valet parking industry,” said Mike Pendergraft, chief executive officer of American Valet and president of the National Valet Parking Association. “The system is easily accessible and simple to use. We're confident it will create efficiencies and help reduce turnover.”

Workforce Acquisition will allow American Valet to simultaneously maximize exceptional guest satisfaction while managing operational costs. The Kronos-powered job application can be accessed through American Valet's corporate website. Included with the application, American Valet will administer Kronos' behavioral assessments that focus on key personality traits and skills associated with job success. The tool presents only the most qualified candidates to hiring managers.

“More and more companies are looking at ways to eliminate costs from the hiring process without compromising the customer experience and employee quality,” said Chris Marsh, president of the Kronos Talent Management Division. “By finding and hiring employees who are naturally customer-oriented and willing to go the extra mile, companies like American Valet can increase customer loyalty and simultaneously decrease the bottom line. It's a true win-win relationship.”

Workforce Acquisition is a selection and hiring solution that enables clients to measurably improve the quality and productivity of their workforce. It combines an on-demand hiring automation platform with proven employee selection tools to create an efficient and repeatable solution for high-quality hiring.

The Kronos Talent Management Division, based in Beaverton, Ore., was formed upon completion of Kronos' August 2006 acquisition of Unicru, Inc.

About American Valet

Founded in 1980, American Valet Company is a full-service valet, shuttle, and parking management company. Serving Arizona and California, the clientele includes hospitals, shopping malls, hotels, sporting events, restaurants, and casinos. American Valet partners with over 70 varying establishments, specializing in providing the highest quality parking and transportation services with courteous, well-trained professionals.