

Retensa Outgrows its Office

RETENSA
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FOR IMMEDIATE RELEASE

Retensa Grows, Moves, Improves.

New York, NY, May, 2004 - The people of Retensa, specialists in employee retention, are moving to a convenient new Midtown New York City location just in time to celebrate their company's fourth anniversary. Retensa plays an important role in the motivation of workforces of many different sizes, functions, and missions. In May 2004, Retensa will become more easily accessible to its clients by relocating to Eighth Avenue between Times Square and Penn Station.

The Industry Outgrows its Training Wheels.

No longer an errand to be brushed aside or a problem that "will work itself out," the issue of retaining employees is now a hot topic in more organizations than ever. With the looming exodus of the baby boomers from the workplace and the increase in cost of recruiting and training new employees, firms have begun to place higher value on their human capital investments. They are seeking out literature, professional advice, and solutions. Retensa's relocation will allow it to reach more clients and offer on-site conferences to better serve them.

Retensa's new office takes up most of an entire floor of 555 Eighth Avenue. It is the third place the company has called home, and Director of Services, Carol Ann Caccioppoli, says it will provide Retensa with the room it needs to continue to grow for at least three more years. Retensa began in 2000, and has more than tripled in staff since then. Among the company's special distinctions is being invited to present on recruiting and staffing government talent at a conference in Washington, DC to which IBM was the only other private firm invited. Today, Retensa's personnel are being asked every month to speak at workshops, conferences, and seminars.

Understanding your People is what Our People Do.

Retensa is the leader and innovator of Employee Retention Solutions. They combine **experience** and web-based **technology** to develop, motivate, and retain a company's **best employees**. Retensa builds custom solutions to help organizations achieve significant **cost-savings** and **performance** improvements.

To create the "*Retention Environment*," Retensa provides additional expertise in **Leadership** Development, Human Capital **ROI/Metrics**, **Mentoring**, Employee **Surveys**, Exit Interviews, **Succession Planning**, and **Diversity** Initiatives, with a cutting-edge focus on workforce technology. Retensa can be reached at **212.545.1280** or visit www.retensa.com for more information about the solutions you can receive.

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