



FOR IMMEDIATE RELEASE

CoAdvantage Names Mike Maseda as President and CEO

Tampa ó CoAdvantage announces that Mike Maseda will lead this growing national PEO as President and Chief Executive Officer effective July 5, 2011.

Previously, Maseda was CEO at Avisena, a revenue-cycle management company that improves medical practice collections. Before his tenure at Avisena, Maseda spent 11 years at ADP TotalSource where he held several senior leadership positions including Chief Operating Officer. While at ADP, he focused his efforts on growing the largest PEO in the world through his rigorous approach to business execution, product development and client satisfaction.

“Mike is a dynamic leader with a proven track record in managing operations and providing strategic direction in the PEO industry and to service-intensive businesses,” said CoAdvantage Chairman, George Nolen. “His industry knowledge, technology background and leadership capabilities will be a tremendous asset to CoAdvantage as we continue our growth and national expansion.”

Maseda holds a Bachelor of Science in Computer Science from University of Miami; a Master of Science in Computer Science from the State University of New York; and a Master in Business Administration from Harvard Business School.

About CoAdvantage

CoAdvantage, a leader in human resource solutions, provides Professional Employer Organization (PEO) services for small and medium-sized businesses nationwide. The company has offices in Orlando, Tampa and Houston. For additional information, visit CoAdvantage at www.coadvantage.com or contact us at inquiries@coadvantage.com.