



FOR IMMEDIATE RELEASE

CoAdvantage Names Wade Latham as SVP Risk Management

Tampa – CoAdvantage today announced that Wade Latham has joined CoAdvantage as Senior Vice President, Risk Management, effective Monday, August 1, 2011.

Prior to joining CoAdvantage, Latham provided consulting services in the insurance and risk management areas, most recently as owner and President of Latham Risk Management, LLC, a specialized risk management consulting practice focused on the PEO industry. In addition, Latham has been very active in NAPEO, most recently serving as keynote speaker at both the Risk Conference in Tampa and the CFO Forum in Indianapolis earlier this year.

Prior to founding Latham Risk Management, Latham served as a national risk consultant for Ernst & Young. Latham spent 11 years at Gevity HR, Inc. where he held several senior leadership positions including: Vice President, Risk Management and Insurance; Director, Risk Finance and Field Risk Management; and Director, Pricing and Risk Assessment.

“Wade is one of the top experts in the country for the PEO industry regarding workers’ compensation,” said Mike Maseda, CoAdvantage President and CEO. “We’re excited that Wade has joined our executive team. His industry knowledge, risk management background and leadership capabilities will allow CoAdvantage to manage our risks and deploy effective risk mitigation strategies required for our continued growth and national expansion.”

Latham holds a Master of Business Administration from the University of Georgia, specializing in risk management, insurance and corporate finance and a Bachelor of Business Administration from Mercer University. Latham has also achieved his Associate in Risk Management (ARM) and an Associate in Insurance Services (AIS) designations.

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 Tampa, Orlando, and Houston. For additional information, visit CoAdvantage at www.coadvantage.com or contact us at inquiries@coadvantage.com.