

TALX Assessment Division, *pan*, Announces Partnership with Michigan Manufacturers Association

ST. LOUIS (Nov. 17, 2011) – [TALX](#) assessment division, *pan*, a leader in online assessment and talent management systems, proudly announced today a new partnership with the [Michigan Manufacturers Association](#) (MMA). With this strategic partnership, MMA members will have access to *pan*-powered online employee selection and development assessment services through the organization's branded private label.

Based in Lansing, Michigan, MMA has more than 2,400 member organizations, ranging from small manufacturing companies to some of the world's largest corporations who employ more than 450,000 people in the state of Michigan. The association offers support and services to help Michigan manufacturers successfully compete in the national and international marketplace.

The MMA online assessment service, powered by *pan*, contains more than 250 assessments from more than 50 publishers. This comprehensive offering provides MMA members with a convenient one-stop shopping experience to better meet their often highly specialized selection, talent management, training and development assessment needs in Michigan and across the country.

"MMA is very excited about this new service," said Larry Janicki, MMA Service Corporation president. "We offer an array of HR services to help our members save money and gain access to superior products. The *pan* assessment services are a great value for members and will help them reduce hiring costs and increase the efficiency of their recruiting processes."

The *pan* Association Partner Program is designed to help associations expand their portfolio of member services, providing its members with an objective, centralized and expert source and host of online tests and assessments. As part of the partnership, *pan*, will also help MMA members gain a competitive edge through educational seminars, webinars and whitepapers.

"The manufacturing industry in particular has found that assessments are a reliable tool for selecting and developing employees," said Doug Cole, senior vice president and general manager of *pan*. "MMA has been supporting Michigan's manufacturing industry with education and advocacy services for more than a century. We're pleased to deliver new value to their network of

members with a full online catalog of best-in-class assessments and industry insight.”

About the Michigan Manufacturers Association (MMA)

MMA has been serving members for more than 100 years, providing effective representation at Michigan’s capital, timely educational seminars, competitive rate insurance programs and various discount programs. Member organizations range from small manufacturers to some of the world’s largest corporations and cover sectors such as auto, computer and electronics, plastics, apparel and food and beverage.

About pan

pan, the assessment division of TALX, is a leading provider of wide-ranging talent acquisition, evaluation and development solutions for corporate and government clients worldwide. Since 2000, **pan** has helped thousands of clients select and grow employees through its advanced Internet-based assessments; tools for online and proctored testing, reporting and processing; as well as comprehensive human capital consulting services. **pan** offers the industry’s most diverse assessment catalog comprised of hundreds of scientifically validated cognitive, personality, biodata and multi-rater feedback tests from more than 50 top publishers. **pan**’s solutions are fueled by its robust web-based technology, which gives clients a powerful platform to deliver and manage human resource hiring processes and tests. For more information, visit www.panpowered.com or call 1-877-449-8378.

About Equifax

Equifax is a global leader in consumer, commercial and workforce information solutions, providing businesses of all sizes and consumers with information they can trust. We organize and assimilate data on more than 500 million consumers and 81 million businesses worldwide, and use advanced analytics and proprietary technology to create and deliver customized insights that enrich both the performance of businesses and the lives of consumers.

Headquartered in Atlanta, Equifax operates or has investments in 17 countries and is a member of Standard & Poor’s (S&P) 500® Index. Its common stock is traded on the New York Stock Exchange (NYSE) under the symbol [EFX](http://www.equifax.com). For more information, please visit www.equifax.com.

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MEDIA CONTACT

Pam Stevens

TALX, Provider of Equifax Workforce Solutions

Phone: 314.214.7235

E-mail: pstevens@talx.com