



# fact sheet

<b>Company Description:</b>	Founded in 1989, InfoMart is one of the nation's premier applicant screening companies. The company prides itself on its dedication to customer service, innovative technology and accurate information reporting, and has been recognized for the organization's success, workplace culture and corporate citizenship. InfoMart is owned and operated by Tammy Cohen and is a certified Woman-Owned Business Enterprise.
<b>Services:</b>	Criminal History Checks Sex Offender Searches Civil Court Records Checks Employment Verifications Education Verifications Motor Vehicle Histories Credit History Checks Professional License Verifications Personal and Professional References Assessments Drug Testing Electronic I-9 and E-Verify
<b>Year Founded:</b>	1989
<b>Headquarters:</b>	1582 Terrell Mill Road Marietta, GA 30067 USA
<b>Leadership Team:</b>	Tammy Cohen, President Charles Esposito, CEO Robbie Bible, CIO Amy Phillips, Sr. Executive Vice President
<b>Number of Staff:</b>	100+
<b>Number of Clients:</b>	Over 9,000 worldwide
<b>Associations/Certifications:</b>	Founding Member of the Association of Credit Reporting Agencies (ACRA), Founding Member of the National Association of Professional Background Screeners (NAPBS), Certified Woman-Owned Business, Verizon Cybertrust Secured Site
<b>Website:</b>	<a href="http://www.infomart-usa.com">www.infomart-usa.com</a> ♦ <a href="http://www.backgroundscreening.com">www.backgroundscreening.com</a>
<b>Press Contacts:</b>	Heather Robertson, 770-984-2727 ext 1377 <a href="mailto:heather.robertson@infomart-usa.com">heather.robertson@infomart-usa.com</a>  Renee Harbeson, 770-984-2727 ext. 1217 <a href="mailto:renee.harbeson@infomart-usa.com">renee.harbeson@infomart-usa.com</a>

# milestones

- 1989** Company founded as ERS (Employer's Reference Source)
- 1991** First software application released — ASAP (Applicant Screening Automated Profiles)
- 1993** Company name changed to InfoMart, Inc.
- 1994** Developed the first completely automated paperless screening system within the background screening industry
- 1996** Windows-based software *WinASAP* Released
- 1997** Chamber of Commerce Small Business of the Year Award
- 1999** Web-based software *WebASAP* released  
Named an Associated Credit Bureaus' (ACB) Top Ten Provider of employment screening information  
Co-founded the Association of Consumer Reporting Agencies (ACRA)
- 2001** InfoMart acquires BDI
- 2002** Moved to new, custom-built 26,500 sq. ft. corporate headquarters  
Certified as a Woman-Owned Business Enterprise  
Began conversion of *WebASAP* to new .Net strategy
- 2004** FedEx Ground and FedEx Kinko's select InfoMart as their background screening provider  
InfoMart staff exceeds 100 employees  
Recognized by Starbucks Coffee Company for their Staffing Services Supplier Challenge
- 2007** InfoMart acquires Advantage Services, Inc. (ASI)
- 2009** InfoMart celebrates 20 years of providing industry-leading background screening services  
Launched online employment application  
Named to *Security Magazine's* 2009 Security 500
- 2010** Named to *Workforce Management Magazine's* 2010 Hot List of Employment-related Screening Providers

# executive team



## **Tammy Cohen, PHR** **President & Chair**

Armed with an innovative business idea and her strong work ethic and determination, Tammy Cohen started InfoMart in 1989. A multi-million dollar pre-employment screening company, InfoMart provides services to Fortune 500 companies nationwide. As a recognized expert in the employment screening industry, Ms. Cohen is often referred to as “The Queen of Screen.” Ms. Cohen is a founding member of the screening industry’s first trade association, the National Association of Professional Background Screeners (NAPBS).

In addition to her contributions to her profession, Ms. Cohen is actively involved in a number of business and civic organizations, among them the Cobb Chamber of Commerce and the YWCA of Northwest Georgia. Most recently, she co-chaired the American Cancer Society’s Swordsman’s Ball. During her many years of volunteer and professional service, she has received numerous honors for her contributions and achievements.

*“At InfoMart, we understand the importance of every background check we perform. We know that every search has the potential to make or break a business, protect or harm a consumer, and lift up or let down an applicant. We take that responsibility very seriously and we do everything in our power to ensure our clients receive the information they need to make informed hiring decisions.”*

## **Charles Esposito** **Chief Executive Officer**

Mr. Esposito has 30 years experience in the security industry, and an extensive background in sales, marketing, management, strategic alliances and acquisitions. Having worked for ADT for over 15 years, Mr. Esposito was responsible for Business Development. In his role as Chief Executive Officer, Mr. Esposito utilizes his extensive industry knowledge and sales expertise to help InfoMart further position itself as a leader in the background screening industry. He is responsible for obtaining several InfoMart corporate accounts such as FedEx Ground, FedEx Office and Starbucks Coffee Company.



*“After spending many years in the security industry, I came to InfoMart somewhat unsure of what to expect. Among security professionals, InfoMart has always had a reputation for being a company that is dedicated to personalized service and accurate information reporting. That reputation is completely correct, and I’m proud to help lead a group of people so absolutely focused on quality and service.”*

## **Robbie Bible**

### **Chief Information Officer**

Mr. Bible obtained his Bachelor of Science in Computer Science with a specialty in Software Engineering from Southern Polytechnic State University. After spending five years with IBM, Mr. Bible joined InfoMart in 1992. As part of the team, he began engineering an innovative suite of proprietary software tools that enables the company to manage the entire background screening process electronically. In his work, Mr. Bible has successfully translated the founders' visions into software that has placed InfoMart on the cutting edge of the background screening industry. InfoMart's ASAP software, for example, was the industry's first software tool that allowed customers to order background checks from their own computer and conveniently retrieve the results within the same software package. Mr. Bible has furthered InfoMart's technological evolution with a web-based application that allows for more customer convenience in the ordering process.



*"Technology is an essential part of providing background screening services. InfoMart was the first company to develop a paperless screening solution, and we have been leading the way in screening technologies ever since. Clients want their background screening process to be efficient, and InfoMart is continually pursuing innovations that will make our clients' jobs easier."*



## **Amy Phillips**

### **Senior Executive Vice President**

Ms. Phillips holds the honor of being the first employee hired by InfoMart over 20 years ago. As InfoMart has grown from a small business to a multi-million dollar corporation, she has grown with the company - climbing the corporate ladder from high school apprentice to Senior Executive Vice President. Ms. Phillips was responsible for establishing InfoMart's industry-leading benefits and compensation programs, and served as the project manager during the construction of InfoMart's award-winning headquarters building. She also was instrumental in the launch of the Association of Consumer Reporting Agencies (ACRA), a background screening association that has developed groundbreaking industry tools. Today, she is responsible for all financial areas of the company and serves as the liaison with major vendors, ensuring that InfoMart and its clients receive the best possible services and prices from sub-contractors. Ms. Phillips volunteers her time with several business and civic organizations including the Cobb Chamber of Commerce, the YWCA of Northwest Georgia and the National Association of Professional Background Screeners. Ms. Phillips is an Honorary Commander, and in 2004 she received the Woman of Achievement Award from the YWCA. Most recently, Georgia Trend named her to their 2010 list of "40 Under 40."

*"InfoMart has provided me with unimaginable career opportunities for over 20 years. And now that I have worked my way up to the executive level of the company, I'm honored to be able to give those same opportunities to others. We have so many employees that have risen through the ranks and we give employees flexibility in choosing their career path within the company. This makes for happy employees and a stronger, more successful InfoMart."*

# honors & associations

In our 20 years of doing business, InfoMart has been repeatedly recognized for our company's success, workplace culture and corporate citizenship.



## Workforce Management Magazine's 2010 Hot List of Employment-Related Screening Providers

Long recognized for their dedication to customer service, accuracy and technology, InfoMart was named to *Workforce Management Magazine's* 2010 Hot List of Employment-Related Screening Providers. This is the fourth year that InfoMart has been named to *Workforce Management Magazine's* Hot List of Employment-Related Screening Providers.



## Security Magazine's 2009 Security 500

*Security Magazine* selects and ranks 500 companies across 16 industry sectors for their annual Security 500; InfoMart ranked 11th among Business Services providers. The publication honors companies with a Security 500 listing based on their commitment to security within the organization.



## National Association Professional Background Screeners (NAPBS)

InfoMart is proud to be one of the founding members of the National Association of Professional Background Screeners (NAPBS). Our involvement with NAPBS demonstrates our commitment to the betterment of our industry and to background screening best practices.



## Society for Human Resource Management (SHRM)

The Society for Human Resource Management (SHRM) is the world's largest association devoted to human resource management. To help human resource professionals understand the importance of background screening to the security and quality of their workforces. InfoMart is actively involved with SHRM on the local, state and national levels.



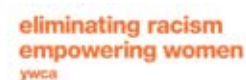
## National Women Business Owners Corporation (NWBOC)

InfoMart is a woman-owned business as certified by the National Women Business Owners Corporation.

## Other Recognition

InfoMart and our executives have been recognized by the following organizations for business and civic contributions:

- ◆ YWCA USA and YWCA of Northwest Georgia
- ◆ Georgia Trend Magazine
- ◆ Metro Atlanta Chamber of Commerce
- ◆ Cobb Chamber of Commerce
- ◆ The Siegel Institute
- ◆ The U.S. Small Business Administration



# interview topics

## Background Screening Basics

### **What does a background check entail?**

Common elements of a background check include criminal history searches, education and employment verifications, and credit and driving record checks. Personal reference checks, professional license verifications and government watch list searches may also be performed as part of a background check.

Employers may also choose to have a potential employee drug tested prior to employment.

### **What kinds of companies perform background checks?**

A better question in today's business environment is, "What kinds of companies don't perform background checks?". Everyone from mom and pop shops to Fortune 500 companies recognizes the importance and value of background checks in the hiring process.

### **Why do companies perform background checks?**

Security and HR concerns prompt many businesses to screen potential employees. Hiring the wrong person can significantly increase costs for a company. In addition, issues such as workplace violence, employee theft and negligent hiring lawsuits lead many companies to create screening programs.

### **What are some hot topics in the background screening industry?**

Changes in legislation and technology are leading conversations throughout the industry.

With a wide range of backgrounds and expertise, InfoMart's experienced staff is available for interviews on a variety of topics including:

#### ◆ **Finding the Right Employees**

Resumes, interviews and employer instincts only scratch the surface of an applicant's story. Discover how pre-employment background checks are helping employers around the globe get the whole story and find the right employee, and how not screening can be detrimental to a business or organization.

#### ◆ **Consumer Privacy**

Consumer privacy, and breaches of it, has been a hot topic in recent years – a trend that is likely to continue as regulations and data security technology evolves. If you need an expert to discuss consumer privacy issues, InfoMart has several professionals who can meet your interview needs.

#### ◆ **Safe and Secure Workplaces**

While incidents of workplace violence are on the rise in the United States, tools like pre-employment background screenings and character assessments can help reverse this dangerous trend. An InfoMart expert can explain how.

#### ◆ **Diploma Mills**

Education is the most commonly falsified information on a resume or application, and it's only getting easier to falsify thanks to the growing number of diploma mills. These unaccredited institutions typically award degrees based on life experience rather than completed coursework. Learn some of the tips and tricks the pros at InfoMart use to spot phony education credentials.

#### ◆ **Workplace Culture**

InfoMart is well-known in our community as being a great place to work. Our executives can provide insight into how we built a winning workplace culture that inspires, motivates and rewards our greatest resource – our people.

#### ◆ **Women in Business**

As a female business owner and a strong supporter of other women-owned businesses, InfoMart founder Tammy Cohen is available to address a number of topics related to women's unique challenges and opportunities in today's business environment.

#### ◆ **Unlikely Success**

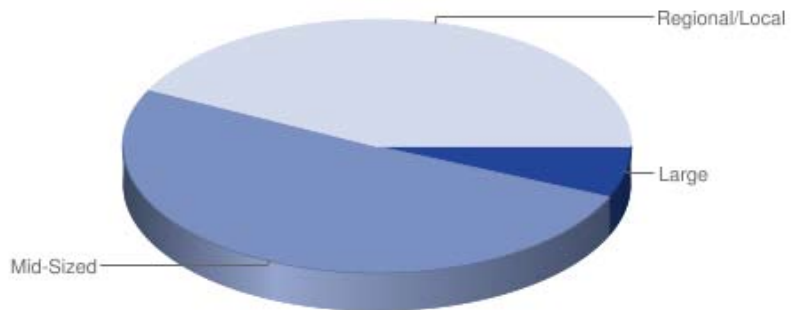
Tammy Cohen founded InfoMart in 1989 with a computer she was financing, an office furnished with garage sale furniture and very little money in the bank. With a young entrepreneur at the helm of this unconventional business, it seemed doubtful the company would succeed. Now a multi-million dollar corporation and an industry leader, InfoMart represents the kind of unlikely success story that makes for great entrepreneur or business profiles.

*InfoMart's experts are also always happy to address questions regarding criminal records, credit reports, drug testing or other topics related to our full suite of services. If you would like assistance with any of these topics, or others of your choosing, please contact our Media Department at 770-984-2727 ext. 1377 for prompt assistance.*

# industry overview

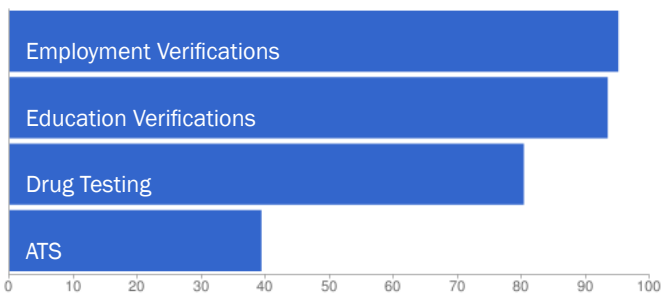
**The background screening industry** has experienced significant growth over the past few years, thanks to the growing prevalence of background checks across an array of industries. In a world of falsified resumes, employee crime, security risks, ineffective employees and negligent hiring lawsuits, employers are increasingly realizing that background screening should be considered a best practices rule of the hiring process, rather than an exception to it.

When it comes to size, companies within the background screening industry vary greatly. According to a KPMG survey of background screening companies, 7 percent describe themselves as large national providers, 51 percent as mid-sized national providers, and 42 percent as regional/local/niche providers.



In recent years, competition has heated up among background screening providers. With more companies entering the industry, clients have a number of choices when it comes to screening companies. When trying to win new business, 85 percent of survey respondents stated that they compete against one to three other competitors, and another 13 percent stated that they compete against four or more competitors. Of those surveyed, 40 percent said that price was the number one factor in customer purchasing decisions, followed by customer service at 26 percent and quality at 15 percent.

Despite the competitive nature of the industry, many customers remain loyal to their screening provider. Sixty-three percent of respondents have a customer retention rate higher than 95 percent and an impressive 90 percent have a retention rate above 90 percent.



Background screening providers have diversified their offerings in recent years in hopes of increasing the average revenue per candidate. In addition to the industry-standard criminal history searches, approximately 80 percent of those surveyed now offer drug testing services, 95 percent offer employment verifications, 93 percent offer education verifications, and 40 percent have applicant tracking systems available to their customers.

Source: KPMG Background Screening Industry Survey 2009