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TrueBlue's PeopleReady Appoints New Sales Leadership to Further Advance Growth

Commercial leader Mike Kruszewski to drive PeopleReady's local sales strategy, expand national partnerships, and enhance tech-enabled sales performance

TACOMA, Wash.--(BUSINESS WIRE)-- TrueBlue (NYSE: TBI), a leading provider of specialized workforce solutions, today announced that Mike Kruszewski has been appointed Head of Sales for its flagship staffing brand, PeopleReady, effective immediately.

"We are excited to welcome Mike to PeopleReady's leadership team," said Taryn Owen, President and CEO of TrueBlue. "His appointment reflects our continued focus on winning in the marketplace, optimizing our sales growth, and delivering long-term value for our shareholders. Mike brings a proven track record of driving operational discipline, and his hands-on leadership and deep expertise in sales effectiveness will be invaluable as we advance our enterprise strategy and position the company for sustained performance as market demand rebounds."

Kruszewski brings more than 25 years of leadership experience across sales, marketing, and operations, with a consistent record of driving growth and building high-performing teams. Most recently, he served as Executive Vice President of Sales and Marketing at Power & Tel, following leadership roles at ServiceMaster and Aramark, where he led national sales and marketing for the company's uniform division for more than a decade—delivering strong results through disciplined local sales execution and effective go-to-market strategy.

"Mike will play a pivotal role in optimizing our sales function to further accelerate growth across the country," said Kristy Willis, President of PeopleReady. "His proven ability to develop strong local sales talent combined with his skill in leveraging insights through a technology-enabled sales infrastructure will be instrumental. As we build on the significant progress we've made in expanding our sales capacity and field execution, his leadership will enable us to more effectively capture current demand and drive new client acquisition."

Over the past year, PeopleReady has taken actions to optimize and expand its sales organization to capture demand and accelerate growth. The organization is focused on executing localized growth strategies while maintaining operational excellence and discipline. PeopleReady has aligned its on-demand organization into defined sales territories, with sales representatives now strategically positioned to pursue the largest market opportunities across the country. Investment in local sales is delivering positive results, with encouraging trends across key markets in PeopleReady's on-demand business.

"PeopleReady has a strong foundation, a clear mission to connect people and work, and the scale and innovation needed to win in the market," said Kruszewski. "I look forward to

building on that strength to drive growth and deliver exceptional value for our clients and associates.”

About TrueBlue

TrueBlue, Inc. (NYSE: TBI) is a leading provider of specialized workforce solutions. As The People Company®, we put people first — advancing our mission to connect people and work while delivering smart, scalable solutions that help businesses grow and communities thrive. Since our founding, TrueBlue has connected more than 10 million people with work and served over 3 million clients across a variety of industries. Powered by proprietary, digitally enabled platforms and decades of expertise, our brands — PeopleReady, PeopleScout, Staff Management | SMX, Centerline, SIMOS, and Healthcare Staffing Professionals — provide a full spectrum of flexible staffing, workforce management, and recruitment solutions that bring precision, speed, and scale to the changing world of work. Learn more at www.trueblue.com.

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