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# TrueBlue's PeopleScout Wins 2025 American Business Award for Affinix® Talent Technology

*Recognized for AI-powered innovation that accelerates smarter, faster hiring through Affinix®*

TACOMA, Wash.--(BUSINESS WIRE)-- PeopleScout, a TrueBlue (NYSE: TBI) company and global talent solutions leader, has been named a Bronze Stevie® Award winner in the Achievement in Technology Innovation category of the 2025 American Business Awards®. The company earned this honor for its proprietary Affinix® platform, which drives faster, smarter hiring through AI-powered tools and advanced analytics.

“Advancing our digital transformation is a critical pillar of our TrueBlue strategy, and the innovations we are delivering through Affinix are bringing that vision to life,” said Taryn Owen, President and CEO of TrueBlue. “This is just one of the many ways we’re building a more agile and responsive business to meet the evolving needs of the workforce and deliver greater value in the rapidly changing talent landscape.”

Embedded within PeopleScout’s custom talent solutions, and a key part of TrueBlue’s digital transformation, Affinix unites applicant tracking, candidate relationship management, digital interviewing and talent analytics in one platform. Designed to reduce time-to-hire, improve candidate quality and lower costs, Affinix provides a seamless experience for candidates and hiring managers while offering predictive capabilities that enable smarter, data-driven talent decisions.

Judges praised Affinix for its comprehensive, customizable and innovative approach to talent acquisition, citing its strong configurability, flexible integration options and demonstrated success in helping organizations reduce costs, accelerate hiring times and achieve high retention rates. Recent enhancements, including the addition of Direct Sourcing and Internal Mobility solutions, were also highlighted, reflecting PeopleScout’s commitment to evolving alongside client and market needs.

“At PeopleScout, we believe innovation must drive real results—improving the candidate experience, delivering better hiring outcomes and helping our clients meet the challenges of a rapidly changing world of work,” said Rick Betori, President of PeopleScout. “We are honored to be recognized by the American Business Awards for our commitment to delivering the speed and adaptability today’s employers and candidates demand.”

The American Business Awards are the premier business awards program in the U.S. This year’s competition received more than 3,700 nominations from organizations of all sizes and industries. Winners were determined by the scores of more than 300 professionals worldwide during a three-month judging process.

Learn more about PeopleScout's proprietary total talent suite of AI-powered tools, Affinix, at <https://www.peoplescout.com/technology/>.

## **About TrueBlue**

TrueBlue, Inc. (NYSE: TBI) is transforming the way organizations connect with talent in an ever-changing world of work. As The People Company®, we put people first – connecting job seekers with meaningful opportunities while delivering smart, scalable workforce solutions for enterprises across industries and worldwide. Powered by innovative technology and decades of expertise, our brands – PeopleReady, PeopleScout, Staff Management | SMX, Centerline, SIMOS, and Healthcare Staffing Professionals – offer flexible staffing, workforce management, and recruitment solutions that propel businesses and careers. Discover how we're shaping the future of work at [www.trueblue.com](http://www.trueblue.com).

## **About PeopleScout**

PeopleScout, a TrueBlue (NYSE: TBI) company, is a global talent solutions leader that provides unmatched scalability to meet the hiring needs of organizations of all sizes. It connects clients with top talent through Recruitment Process Outsourcing (RPO), Managed Service Provider (MSP), Total Workforce Solutions, and talent and technology advisory services. PeopleScout is helping talent leaders harness the power of data, drive decisions, and exceed expectations through tech-charged solutions founded on machine learning and AI. PeopleScout's legacy of service and partnership has led to consistent recognition as a leader by industry analysts. For more information, visit [www.peoplescout.com](http://www.peoplescout.com).

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