

May 28, 2026



# TrueBlue's PeopleScout Makes Affinix® Talent Technology Directly Available to Client Recruiting Teams

*Offering equips recruiting leaders with direct access to Affinix's modular AI-supported suite helping attract, engage, and hire top talent under any market conditions*

TACOMA, Wash.--(BUSINESS WIRE)-- TrueBlue (NYSE: TBI), a leading provider of specialized workforce solutions, today announced that PeopleScout is making its proprietary Affinix® talent acquisition platform directly available to client recruiters — bringing enterprise-grade, AI-supported hiring technology to organizations of all sizes and addressing growing demand for flexible, cost-effective approaches to hiring.

"Recruiting leaders want proven talent attraction capabilities they can deploy within their existing technology and workflows — without a lengthy, complex implementation," said Rick Betori, President of PeopleScout. "Affinix is a modular platform built from deep recruiting expertise that delivers enterprise-grade capability without enterprise-level complexity, ready to deliver value from day one. It has powered PeopleScout's own recruiting operations for nearly a decade, and we're excited to put this technology directly in the hands of client recruiting teams."

Affinix's modular AI-supported suite helps employers attract, engage, and hire top talent under any market conditions. AI-assisted capabilities embedded natively across the hiring cycle — including passive candidate sourcing, intelligent candidate matching, predictive analytics, and workflow automation — empower recruiters and hiring managers to move faster and hire smarter.

Affinix supports today's most pressing hiring priorities through a connected ecosystem of AI-supported analytics and candidate engagement capabilities. Organizations can deploy the complete suite or select individual modules — scaling their technology as their hiring strategy evolves — all while continuing to benefit from PeopleScout's recruitment expertise, services, and support.

PeopleScout's leadership in talent technology continues to be recognized by industry analysts. The company was named to Everest Group's 2026 Candidate Experience Enablement Platform (CEEP) Matrix, reflecting strong market impact and delivery capability.

Learn more about PeopleScout's Affinix technology at <https://www.peoplescout.com/affinix-standalone/>.

## About TrueBlue

TrueBlue (NYSE: TBI) is a leading provider of specialized workforce solutions. As The

People Company<sup>®</sup>, 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](http://www.trueblue.com).

View source version on businesswire.com:

<https://www.businesswire.com/news/home/20260528643763/en/>

**Press:**

Taylor Winchell

[pr@trueblue.com](mailto:pr@trueblue.com)

1-253-680-8291

Source: TrueBlue