

Hire International, Inc. Announces New Service Offering

AUSTIN, TX--(Marketwire - January 25, 2011) - Hire International, Inc. (PINKSHEETS: **TLAN**) via its wholly owned subsidiary Soar Consulting, a leading provider of military and security transition recruiting announces the launch of its new outplacement services offering, named "Soar Transitions." This service is directed toward employers who are relocating facilities, downsizing, or making other major corporate changes in which their employees may be departing the employer in larger groups. The services, paid by the Employer, and delivered by Soar -- enable departing employees to hone and improve important job hunting, interviewing and resume writing skills which are critically important in this job market. The Company launched this offering with its first successful events for a major aviation company.

"The launch of Soar Transitions comes in advance of what we believe are some major initiatives that we are launching in 2011. Our outplacement services enable us to help employers and employees during a transition period for both, in a decidedly difficult job market," says Hire International SVP of Business Development Chris Beck. "We recently provided these services to a major aviation company, who while moving a facility wished to help those employees and their spouses who were not able to relocate. Our leaders provided a full complement of senior level advice and expertise to assist these individuals with reentry into the marketplace using both traditional means and non-traditional means such as leveraging social media to secure interviews."

The Company views this new business line as a viable opportunity to continue to grow revenues as many companies continue to streamline their talent acquisition and outplacement services. We believe that this displays how we continue to evolve our service offerings in response to our customer's commitment to their businesses and employees.

For more information please visit www.hire-intl.com

About Hire International:

Based in Austin, Texas and with operations in Shanghai, China -- Hire International, Inc. (<http://www.hire-intl.com/>) provides talent management and talent acquisition technology applications and resources in the United States and The People's Republic of China. Hire International provides world class permanent placement recruiting, contingent staffing, employee leasing and benefits management services, and proprietary talent acquisition technology solutions to small, medium sized businesses and multi-national corporations in the United States and the People's Republic of China. The company currently has offices in Texas, Florida, Missouri, Shanghai and Beijing, China.

Safe Harbor Statements under the Private Securities Litigation Reform Act of 1995:

The material contained in this press release may include statements that are not historical facts and are considered "forward-looking" statements within the meaning of the Private Securities Litigation Reform Act of 1995. These forward-looking statements reflect TLAN's current views about future events, financial performances, and project development. These "forward-looking" statements are identified by the use of terms and phrases such as "will," "believe," "expect," "plan," "anticipate," and similar expressions identifying forward-looking statements. Investors should not rely on forward-looking statements because they are subject to a variety of risks, uncertainties, and other factors that could cause actual results to differ materially from TLAN's expectation. These factors are elaborated upon and other factors may be disclosed from time to time in TLAN's past filings with www.pinksheets.com and available on its website. TLAN expressly does not undertake any duty to update forward-looking statements.