



Kronos Incorporated  
297 Billerica Road  
Chelmsford, Massachusetts 01824

Phone: (978) 250-9800  
[www.kronos.com](http://www.kronos.com)

## Press Release

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### Kronos® Raises the Bar

*Workforce management vendor recognized for strength in market and superior solutions*

**CHELMSFORD, Mass., July 13, 2004** — “Fastest-growing,” “largest,” and “hot” are adjectives that leading publications use to describe Kronos® Incorporated (Nasdaq: KRON). These publications rank Kronos at the top of their lists for a variety of reasons including continued revenue growth as well as employee and customer satisfaction ratings. Year over year, Kronos is a constant on many of these rankings.

“After more than 26 years in business, Kronos is still receiving third-party validation on the strength of our company and products. I guess it disproves the saying that you can’t teach an old dog new tricks,” said Aron Ain, chief operating officer at Kronos. “Many of the awards we receive are based on the satisfaction of our customers and employees. It is this satisfaction that drives our success.”

#### **A successful organization with strong financials**

Kronos was recently named one of the “100 Fastest-Growing Technology Companies” by *Business 2.0*, a monthly magazine about business, technology, and innovation. Organizations were ranked on revenue, earnings, and job growth. Kronos was one of only 20 software companies to be included in this ranking. Kronos also has been recognized by industry publications such as *Healthcare Informatics*, *MSI*, and *Software Magazine* based on its revenue growth. In addition, *Forbes* included Kronos on its list of “Hot Shots: 200 Up and Coming Companies” based on various factors such as growth in sales and earnings.

Brian Turchin, president and founder of Cape Horn Strategies, a management consulting firm to the software industry, also recognized Kronos for its strong and consistent financial performance. Searching for the secrets of long-term success, his company’s research discovered that, besides Microsoft, Kronos is the only other public software company to generate profitable growth in each and every year, consecutively, for the past 16 years.

#### **Meeting the technology needs of customers**

Most recently, Kronos was named one of the “Hottest Companies of 2004” by *START* magazine. This award highlights organizations that deliver leading-edge technologies to the manufacturing industry. Kronos was selected for its ability to help organizations such as Georgia-Pacific, Interstate Bakeries Corporation, and PepsiAmericas, Inc. manage their workforce. *Workforce Management* also included Kronos in “The Hot List: Top 15 HRMS providers” for delivering superior technology to its customers.

Kronos’ data collection solutions have been recognized as well. The Kronos 4500 Touch ID™ terminal was recently named a “2003 BiometriTech Product of the Year”. This biometrics-equipped terminal was one of only seven products chosen for its outstanding achievement and industry leadership in biometrics.

#### **Local recognition**

Several regional publications have recognized Kronos as well. Kronos is consistently listed in *The Boston Globe*’s “Globe 100”. This listing includes the best publicly traded companies in Massachusetts. The *Boston Business Journal* also presented Kronos with an award for being named one of the “Best Places to Work” in Massachusetts. Kronos

was one of only 50 companies to be selected based on the strength of its benefits and programs as well as feedback received from employees.

**About Kronos Incorporated**

Kronos Incorporated is the most trusted name in workforce management. Kronos helps organizations staff, develop, deploy, track, and reward their workforce, resulting in reduced costs, increased productivity, better decision-making, improved employee satisfaction, and alignment with organizational objectives. More than 20 million people use a Kronos solution every day. Learn more about Kronos' high-impact enterprise solutions at [www.kronos.com](http://www.kronos.com).

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