



November 18, 2015

ADP Salutes Small Businesses on Small Business Saturday

ROSELAND, NJ -- (Marketwired) -- 11/18/15 -- As small business owners across the United States channel their passion into growing their companies, their businesses become economic engines that strengthen their communities. The impact of small employers can be felt every day, and Saturday, November 28, 2015 -- the sixth annual Small Business Saturday[®] -- is a day to celebrate and support them by shopping at local independent businesses.

ADP[®] is proud to join American Express[®] and organizations nationwide in encouraging consumers to support local communities by shopping at a small business on Saturday, November 28. In 2014, shoppers spent an estimated \$14.3 billionⁱ at small, independent businesses on Small Business Saturday. ADP is honored to support small businesses' many contributions to their communities on Small Business Saturday and every day.

"Running a small business is no small undertaking, and we understand how committed local entrepreneurs must be to succeed," said John Ayala, president of ADP's Small Business Services division, which supports more than 400,000 small business clients. "ADP salutes the men, women and families who do so much to make small businesses and the economy grow. Last year, 88 million peopleⁱⁱ participated in Small Business Saturday. This year, let's make that number even bigger."

Small business owners alone added more than 900,000 jobs to the U.S. economy since January 2010, according to data from the ADP Research Institute[®]. A [recent SBA report](#) also found that small businesses with up to 49 employees contributed the most to job growth in 2014 by generating 39 percent of net new jobs compared to 34 percent by firms with 50-499 employees and 27 percent by firms with more than 500 workers.

"Small businesses are the backbone of our economy and any way we can highlight how we contribute will help us continue to thrive," said Tony Giordano, owner of the [Ocean Hut Surf Shop](#), a small employer in Lavallette, New Jersey.

About Small Business Saturday

November 28th marks the sixth annual Small Business Saturday, a day dedicated to supporting the local businesses that can help create jobs, boost the economy and preserve neighborhoods around the country. Small Business Saturday was created by American Express in 2010 in response to small business owners' most pressing need: more customers.

About ADP (NASDAQ: ADP)

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^{i ii} The statistic cited was based on the Small Business Saturday Consumer Insights Survey conducted anonymously by independent marketing performance specialist, Ebiquity, in 2014, among a nationally representative sample of 2,682 males and females 18 years of age or older. The sample was collected using an email invitation and online survey and has an overall margin of error of +/- 1.9% at the 95% level of confidence.

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Source: ADP, LLC

