



News Release

HOTLINE TO HR Inc. Appoints New Chief Financial Officer

FOR IMMEDIATE RELEASE

September 30, 2011

Thornhill, Ontario, September 30, 2011 – **HOTLINE TO HR Inc. (CNSX: HTH)** is pleased to announce that Mr. Richard Goldstein has joined the company as Chief Financial Officer. “I’m excited to have been granted the opportunity to have overall leadership responsibility of the Company’s finance functions”, said Mr. Richard Goldstein.

Effective immediately, Mr. Richard Goldstein will assume the role of CFO, replacing Mr. George Hatzoglou who resigned as CFO of the Corporation effective August 28th, 2011.

Mr. Richard Goldstein received his Bachelor of Commerce degree from Concordia University in Management and International Business (1982) and his MBA in Finance from McMaster University (1984).

President of First Republic Capital Corporation, a licensed Exempt Market Dealer (“EMD”) specializing in equity and debt financings, M&A, and other financial advisory services.

Richard is also President of CMAX Technologies Inc., a privately owned drug development Company.

Mr. Richard Goldstein has also raised equity for a variety of technology and health science companies. Recently, he served as Lead Underwriter and syndicate participant on three financings for Agtech/Alliance Grain Traders. After an initial IPO of \$5 million, Richard completed a financing in excess of \$23 million (2007); a further equity raise of over \$15 million (2008) culminating in a \$100 million “bought deal” led by Genuity Capital Markets in 2009.

“We are excited to have Mr. Richard Goldstein join our executive team, his knowledge, plus his experience in fast growth environments combined with his broad-ranging financial and compliance expertise will be instrumental as we drive towards **HOTLINE TO HR Inc.’s** long-term growth objectives”, says Frank Buonpensiero, Vice President and Chief Operating Officer.

About HOTLINE TO HR Inc.

HOTLINE TO HR Inc. is an internet technology based company focused in Human Resources with a social media network program. As one of North America's leading provider of Human Resources administrative solutions for small to large sized companies, **HOTLINE TO HR Inc.**, assists companies of all sizes efficiently manage their Human Resources systems, compliances and processes. **HOTLINE TO HR Inc.** delivers Human Resources solutions such as real time up to date current advice, best practices and a any HR related documentation all via our toll free number and through our e-based HR technology.

This press release contains forward-looking statements. Such forward-looking statements are subject to a number of risks, assumptions and uncertainties that could cause the Company's actual results to differ materially from those projected in such forward-looking statements. In particular, factors that could cause actual results to differ materially from those in forward looking statements include, our inability to obtain additional financing on acceptable terms, risk that our products and services will not gain widespread market acceptance; continued consumer adoption of digital technology, inability to compete with others who provide comparable products, the failure of our technology, inability to respond to consumer and technological demands, inability to replace significant customers; seasonal nature of our business and other risks detailed in our filings with the Securities and Exchange Commission. Forward-looking statements speak only as of the date made and are not guarantees of future performance. We undertake no obligation "believe," "expect," "anticipate," "estimate," "project," "plan," "should," "intend," "may," "will," "would," "potential," and similar expressions may be used to identify forward-looking statements.

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