



**FOR IMMEDIATE RELEASE**

**másLabor Delivers Excellence in H-2 Services, Launches másData and másMX,  
and Earns NPS Score of 88**

**Charlottesville, VA – December 16, 2025** - Under the leadership of CEO Chris Ball and COO Richard Keeth, másLabor, the nation's leader in H-2 program services, today confirmed the successful launch of másData and másMX, two groundbreaking solutions introduced in early summer that are already transforming the seasonal labor landscape. Designed to harness innovation and smart technology, these services enhance efficiency, deliver deeper insights, and expand support for employers nationwide. Reflecting the company's commitment to listening to client needs and exceeding expectations, másLabor achieved an exceptional **Net Promoter Score (NPS)** of 88 in Q4 2025, underscoring the trust, satisfaction, and loyalty of its clients.

"Listening to our clients and addressing their needs is at the heart of everything we do," said **Chris Ball, CEO**. "The introduction of más Data and másMX demonstrates our dedication to innovation and efficiency, while our NPS results confirm that our clients recognize and value the outstanding service we deliver."

**Richard Keeth, COO**, added: "Our mission, vision, and values drive every decision we make. These results show that our clients experience and expect the más difference."

Clients echoed this sentiment in their survey responses:

**"Everyone at the agency is super helpful and knowledgeable and always available to answer questions. I love that you can call and actually speak to a person."**

**"We love working with másLabor and depend heavily on their expertise, guidance, and professionalism through every step of the filing process."**

**"They saved our farm and our future... They didn't just send workers—they saved a family legacy."**

As the recognized leader in the H-2 space, másLabor continues to set the standard for excellence, empowering American businesses and serving local economies. With a focus on innovation, efficiency, and client success, másLabor is positioned for an outstanding 2026.