CareerBuilder.com to Tackle the Super Bowl in 2005

- Online Recruitment Leader Takes Ongoing Marketing Blitz to the Next Level -

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CareerBuilder.com, the largest online job network with more 16 million unique visitors and over 400,000 jobs, announced it is suiting up for the launch of a major, national marketing campaign in 2005 that will include its TV debut at the Super Bowl. As the new industry leader in online recruitment, the company is stepping up its outreach and significantly increasing its marketing spend to further extend its brand awareness amongst job seekers and employers across the country.

"CareerBuilder.com is now the number one job site in the U.S. and our marketing plans are reflective of this status," said Matt Ferguson, president and CEO of CareerBuilder.com. "We are building on the success of previous campaigns and promoting the CareerBuilder.com brand through select avenues with the greatest access to our target audience. From the most watched national television shows to local radio and print to key partnerships, CareerBuilder.com will be reaching out to a potential of over 180 million people next year."

CareerBuilder.com's 2005 campaign will be the largest brand awareness initiative launched by the company to date. While scaling up its efforts significantly, the company will stay true to its long-term strategy of consistently reaching out to its target audience throughout the year via a combination of primetime national network and cable television, local radio, print, spot television, interactive and outdoor ads. The campaign will be complemented with advertising support from the more than 130 newspapers, 48 television stations and Web sites of owners Tribune Company, Gannett and Knight Ridder.

Leading up to the kickoff of next year's marketing blitz, CareerBuilder.com will be advertising during the Fall football season. The company will be introducing a new creative treatment at Super Bowl XXXIX, which is currently being developed by Cramer-Krasselt. Cramer-Krasselt also developed CareerBuilder.com's "Plan Your Escape" campaign this year and the gold medal EFFIE Award-winning "Smarter Way to Find a Better Job" campaign in 2003.

In addition to traditional advertising, CareerBuilder.com will be signing new marketing partnerships to add to the 400-plus organizations already on board. CareerBuilder.com powers co-branded career sites for these organizations that operate over 1,200 Web sites reaching national, local, industry and niche audiences. They include leading portals such as MSN and America Online.

About CareerBuilder.com

CareerBuilder.com is a leading online source for maximizing recruitment dollars and optimizing job searches with superior products, customer service and technology. With a unique combination of national, local and niche audiences, CareerBuilder.com makes it easy for recruiters to reach the most qualified candidates with industry-leading market research data and support. Job seekers can search for the right job from more than 400,000 continuously updated postings, representing more than 25,000 of the top employers in virtually every industry, field and location. Together with Gannett Co., Inc. , Tribune Company , and Knight Ridder, Inc. , CareerBuilder.com includes the Web's top newspaper sites - the most trusted employment sources in recruiting. For more information about CareerBuilder.com products and services, call 888-670-TEAM or visit http://www.careerbuilder.com/ .

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