

## **CareerBuilder.com Awarded Funniest Commercial of the Year**

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The votes are in and the monkeys win! CareerBuilder.com, the nation's largest online job site, took the top spot in TBS's annual countdown of the "Funniest Commercials of the Year." An estimated 3 million-plus viewers tuned in last night to see the results of TBS's online poll, where voters selected their favorites from the ten most popular humorous TV commercials of 2005. CareerBuilder.com's "working with monkeys" ad, which features a human employee working in an office inhabited by chimpanzee co-workers, was ranked number one, rounding up a series of kudos the job site received for its national marketing campaign this year.

CareerBuilder.com's TV commercials, created by Cramer-Krasselt, made their debut at the 2005 Super Bowl and quickly became a crowd favorite. The ads recently scored among the Top Ads of 2005 in USA Today's end-of-the-year Ad Track Survey, which measures the "likability" of ads among the public. CareerBuilder.com's spots were rated the fifth most popular overall and in the top ten for male, female and young adults demographics. Earlier this year, its Super Bowl spots landed in the top ten of USA Today's Super Bowl Ad Meter and other polls including FOX Sports, ESPN, TiVo, Ad Bowl, Adweek and more.

"The success of our creative is driven by the right blend of humor with a memorable message that resonates with a wide audience," said Richard Castellini, Vice President of Consumer Marketing for CareerBuilder.com. "Everyone can relate to working with a bunch of monkeys on some level. We appreciate the honors and look forward to building on the momentum we created this year in 2006 as we tackle the Super Bowl and other major events once again."

CareerBuilder.com's 2005 marketing campaign, valued at more than \$200 million, produced record gains in brand awareness, traffic, job postings and revenue growth. The company is getting ready to launch a new series of ads in the New Year that is designed to further increase their market penetration and, of course, keep them laughing.

### About CareerBuilder.com

CareerBuilder.com is the nation's largest online job site with more than 20 million unique visitors and over 1 million jobs. Owned by Gannett Co., Inc. , Tribune Company , and Knight Ridder, Inc. , the company offers a vast online and print network to help job seekers connect with employers. CareerBuilder.com powers the career centers for more than 800 partners that reach national, local, industry and niche audiences. These include more than 165 newspapers and leading portals such as America Online and MSN. More than 50,000 of the nation's top employers take advantage of CareerBuilder.com's easy job postings, 15 million-plus resumes, Diversity Channel and more. Millions of job seekers visit the site every month to search for opportunities by industry, location, company and job type, sign up for automatic e-mail job alerts, and get advice on job hunting and career management. For more information about CareerBuilder.com products and services, visit <http://www.careerbuilder.com/> .

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