

## **CareerBuilder.com Sets New Record in Traffic After Record Year Super Bowl Advertising Drives Repeated Strong Performance**

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CareerBuilder.com, the nation's largest online job site, reported it set a new record for comScore Media Metrix's Career Resources category with nearly 23 million unique visitors coming to its site in January. At the same time, the company secured a 35-consecutive month lead in posting jobs, according to Corzen. After experiencing a 75 percent annual increase in revenue in 2005, CareerBuilder.com is poised for another blockbuster year that already surpassed company milestones in job applications and brand awareness following the Super Bowl.

"Through aggressive sales and marketing strategies, smarter technology and our investment in delivering the best value to our customers, CareerBuilder.com reached new heights in key business performance metrics," said Matt Ferguson, CEO of CareerBuilder.com. "With over 16 million jobs posted last year, CareerBuilder.com generated \$495 million in revenue and rounded up a 12 point gain in market share over two years. Our return to the Super Bowl not only drew exceptional results in visibility for the CareerBuilder.com brand, it provided our corporate customers with an avenue to reach an audience of over 91 million potential job seekers who watched the game."

From the time the Super Bowl ended to Monday evening, CareerBuilder.com attracted more than 2 million unique visitors to its site. At the same time, the company's TV ads, which were posted online, had over 130,000 unique visitors. CareerBuilder.com also led the Super Bowl advertisers in paid and organic search muscle on Google after the game, according to ADOTAS.

In addition, CareerBuilder.com's Monk-E-Mail viral campaign, which quickly gained popularity since its launch two weeks before the game, skyrocketed post-game. More than 2 million Monk-E-Mails have been viewed and sent to participants' friends, families and co-workers to date.

CareerBuilder.com's Super Bowl ads, featuring chimps working in an office, drew favor from consumers and critics alike with high praises from USA Today, Washington Post, Wall Street Journal, Chicago Tribune, Kellogg School of Management, MSN.com, Dallas Morning News, CNBC's Closing Bell, ESPN's Pardon the Interruption and many more. CareerBuilder.com drew more than 128 million audience impressions in the top 50 markets through TV coverage surrounding the Super Bowl, the fourth highest amongst advertisers, according to Multivision.

Looking forward, CareerBuilder.com will continue its advertising outreach, valued at over \$200 million, with appearances at other high profile events such as the Winter Olympics and Academy Awards. In addition to TV flights, the company will incorporate local radio, print, stadium and airport advertising as well as conduct mobile tours.

CareerBuilder.com will also continue to invest in key co-brand deals each month to increase exposure on broad appeal and niche Web sites. In 2005, the company added over 300 new partnerships and now powers the online job search centers for more than 800 partners, including 170 newspapers, American Online and MSN.

CareerBuilder.com will also build on the new, patent pending, job matching technologies it launched in 2005 to provide even faster, more relevant results for employers and job seekers.

More than 1,900 people are selling CareerBuilder.com products and services today and are ready to break new records.

### **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 170 newspapers and leading portals such as America Online and MSN. 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 email 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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