

## **CareerBuilder.com Offers Opportunity to Earn Dollars for Virtual Summer Jobs**

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Ever dream of becoming a musician? Professional athlete? How about a black-belt in karate? CareerBuilder.com is the first of the major job boards to offer the opportunity to work cool jobs and earn pay in Second Life's virtual world, a three-dimensional online community where people can live out digital experiences mirroring real life.

CareerBuilder.com placed 50 branded kiosks in locations across Second Life. Second Life members, which number in excess of 8 million, can use these kiosks to search for real jobs on the CareerBuilder.com Web site. In addition, they can click on the "Second Life Jobs" link to view a list of virtual summer jobs they can instantly do, no application or interview necessary. Virtual job choices, which range from the creative to the potentially dangerous, currently include:

- 1) Guitar player
- 2) Professional golfer
- 3) Karate instructor
- 4) Computer genius
- 5) High-rise window washer

Second Life members who elect to work in one or more of these positions can then earn Linden dollars, Second Life's currency which can be used to make virtual purchases through Second Life's stores and establishments. CareerBuilder.com is offering a total of \$500,000 Lindens in exchange for work performed.

"CareerBuilder is always looking for unique and exciting ways to engage consumers in our brand and personalize that experience," said Richard Castellini, Vice President of Consumer Marketing at CareerBuilder.com. "The marketing possibilities in a digital world like Second Life are endless. We look forward to bringing gainful employment and entertainment to millions of virtual job seekers."

In addition to the job kiosks, CareerBuilder has Buzz Agents, online personas dressed in CareerBuilder-branded t-shirts and hard hats and charged with spreading the word about CareerBuilder. The company is also sponsoring a CareerBuilder grandstand, where Second Life members can rest and chat and watch as branded motor vehicles and an auto-pilot airplane cruise the area.

### About CareerBuilder.com

CareerBuilder.com is the nation's largest online job site with more than 21 million unique visitors and over 1.5 million jobs. Owned by Gannett Co., Inc. , Tribune Company , The McClatchy Company and Microsoft Corp. , 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 1,100 partners that reach national, local, industry and niche audiences. These include more than 150 newspapers and leading portals such as America Online and MSN. More than 300,000 employers take advantage of CareerBuilder.com's easy job postings,

20 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. CareerBuilder.com and its subsidiaries operate in the U.S., Europe, Canada and Asia. For more information, visit <http://www.careerbuilder.com/>.

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