

## **CareerBuilder.com Delivers the Most Job Seeker Traffic to Employers in First Quarter**

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CareerBuilder.com announced today it led the industry in delivering the most job seekers to companies recruiting online in the first quarter of 2004. The CareerBuilder Network\* attracted 15.7 million unique visitors in March, beating out its largest competitors in true job seeker traffic for three consecutive months, according to a specialized job seeker report from comScore Media Metrix\*\*. In addition, the CareerBuilder Network saw a 100 percent year over year increase in the number of job applications it brought to employers.

"Job creation is on the rise and companies are starting to recruit at a more accelerated pace," said Matt Ferguson, President and Chief Operating Officer for CareerBuilder.com. "To stay competitive, companies need quick access to the greatest amount of relevant job seekers for their open positions. CareerBuilder.com has proven that we dominate in this area, reinforcing our overall leadership position in the industry."

Traffic for the CareerBuilder Network grew significantly over 2003 as the company expanded its distribution base and brand awareness, escalated its sales efforts and captured more market share. Comparing March 2004 to March 2003, the CareerBuilder Network increased its job seeker traffic by 124 percent. In February, the 14.7 million unique visitors who came to the site accounted for a 127 percent year over year increase. For January, the year over year growth was 117 percent with 16.2 million unique visitors.

\* CareerBuilder Network traffic includes job search traffic from the career centers CareerBuilder powers for partner sites Tribune Company, Gannett, Knight Ridder and others.

\*\* Custom Report produced by comScore Media Metrix that analyzes job-search traffic for the top players in the Careers category - January, February and March 2004 (i.e. excludes non-careers traffic activity). This job search data will be reflected in a new sub-category, which will be introduced in syndication in April.

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 CareerBuilder.com at <http://www.careerbuilder.com/>.

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