CareerBuilder.com Reports Record Traffic

- Super Bowl Advertising Continues Solid Gains -

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CareerBuilder.com, the nation's largest online job network, announced a new record in traffic with comScore Media Metrix reporting over 21 million* unique visitors came to the site in January. This is 4 million more unique visitors than its largest competitors and a record high for comScore Media Metrix's Career Resources measurement. At the same time, CareerBuilder.com continued its 23-consecutive month lead in posting the most jobs in the industry, according to recruitment tracking firm Corzen. The strong performance carried into February as the company's TV advertising debut at the Super Bowl resulted in major gains in awareness and record numbers in unique visitors, applications and resumes.

"We kicked off the year reaching a major milestone in corporate history," said Matt Ferguson, CEO of CareerBuilder.com. "CareerBuilder.com built a strong foundation through an unmatched local market penetration and national network of more than 450 online partnerships. We established ourselves as the industry leader in 2004 by generating the most traffic and jobs, growing revenue by 76 percent year-over-year and gaining 6 points in market share. Our marketing and sales efforts and commitment to deliver exceptional service and technology is taking our performance to new heights this year and amplifying results for users."

CareerBuilder.com's decision to augment its national marketing efforts with a Super Bowl run is already paying off for the company and the employers who rely on it for recruitment support. CareerBuilder.com's Super Bowl campaign was a favorite amongst TV viewers with all three of its spots ranking in the top ten of USA Today's Super Bowl Ad Meter. CareerBuilder.com also ranked in the top ten of other polls including FOX Sports, ESPN, TiVo, Ad Bowl, Adweek, Michigan State University and more.

"CareerBuilder.com drew more than 76 million audience impressions through media coverage around the Super Bowl in the top 50 markets, the fourth highest amongst all advertisers**," said Ferguson. "Given the response from consumers, customers, partners and more, the message was delivered loud and clear: CareerBuilder.com is the number one job site."

CareerBuilder.com will continue its outreach by advertising at other high profile events such as the Academy Awards, the Grammy's and the NCAA Final Four. In addition to TV flights, the company will incorporate local radio, print, stadium and other outdoor advertising and mobile marketing into its program, as well as in-kind advertising support from the 130-plus newspapers, 48 TV stations and Web sites of owners Tribune Company, Gannett and Knight Ridder.

*comScore Media Metrix, January 2005. The CareerBuilder Network is a custom aggregation of CareerBuilder.com traffic as well as job search traffic to career centers CareerBuilder powers for partner sites such as Tribune Company, Gannett, Knight Ridder and others.

**Report by broadcast monitoring service Multivision using Nielsen//Net- Ratings data.

About CareerBuilder.com

CareerBuilder.com is the nation's leading online job network with more than 15 million unique visitors and over 600,000 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 online career centers for more than 450 partners that reach national, local, industry, diversity and niche audiences. These include more than 130 newspapers and leading portals such as America Online and MSN. More than 30,000 of the nation's top employers take advantage of CareerBuilder.com's easy job postings, 10 million-plus resumes, comprehensive screening tools and more. Millions of job seekers visit the site every month to search for opportunities, sign up for automatic email job alerts, and get advice on job hunting and career management. For more information, visit http://www.careerbuilder.com/ .

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