

CareerBuilder.com Takes Over as New Exclusive Job Search Center for BET.com

Expands Distribution Network to Deliver Potential Audience of Over 50 Million Diverse Job Seekers to Employers

PRNewswire

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CareerBuilder.com, the nation's largest online job site with more than 20 million* unique visitors and over 600,000 jobs, announced it has signed a two-year exclusive agreement to power the career channel on BET.com, the official Web site of Black Entertainment Television and leading Internet portal for African Americans. The agreement provides BET.com visitors with immediate access to job opportunities from over 30,000 of the nation's top employers and offers businesses with an effective channel for targeting qualified, diverse candidates.

Including the new partnership with BET.com, CareerBuilder.com powers the online job search centers for more than 70 diversity partners that reach a collective audience of over 50 million. Launched in January 1980, BET, Inc., a subsidiary of Viacom, Inc., is the leading African American multi-media entertainment company. The BET Network reaches more than 80 million households in the United States, Canada and the Caribbean; and BET.com attracts almost 3 million unique visitors per month.

"BET was established to be the leading provider of interactive media and services for the emerging African American online community. We were designed to educate, empower and entertain while providing rich and relevant content, community and communication features to our users," said Michael Pickrum, COO. "For the career channel on BET.com, we wanted to work with a company with an expansive presence in the national job market and a demonstrated commitment to promoting diversity."

CareerBuilder.com is the leader in the online recruitment industry with the most traffic and jobs, according to reports from comScore Media Metrix and Corzen. On average, 20 percent of the 20 million-plus unique visitors that come to the CareerBuilder.com network are classified as diversity-specific traffic.

CareerBuilder.com powers the online job search centers for leading sites covering women, African Americans, Hispanics, Asian Americans, alternative lifestyles and disabilities including USDiversity.com, Univision.com, WomensWallStreet.com, AbilityLinks.com, AgingHipsters.com and others. It also offers a special Diversity Channel where featured employers can market their open positions to candidates from various backgrounds.

"Diversity is top of mind for many companies as they recognize the positive impact it has on business performance," said Matt Ferguson, CEO of CareerBuilder.com. "Thirty-one percent of hiring managers surveyed by CareerBuilder.com said diverse candidates will compile one-fourth or more of their new hires this year. CareerBuilder.com has built a wide network of partners focused on specialized audiences to support companies' efforts to expand employee demographics. Adding a diversity giant like BET.com to our network brings even more resources to employers and job seekers and accentuates our leadership position in recruiting diverse talent online."

Job seekers visiting the job search center at BET.com can look for jobs by industry, location and job type; conduct advanced searches with multiple criteria; post up to five different resumes and have jobs that match their job search criteria automatically emailed to them.

*comScore Media Metrix, March 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.

About BET

BET.com (<http://www.bet.com/>) provides a combination of online content and community involvement tailored to the unique preferences and issues of African-Americans aged 18-49. BET.com is an affiliate of Black Entertainment Television, Inc., a subsidiary of Viacom, Inc. . The recipient of many awards and accolades -- "Best Use of Interactivity" and "Best Online News Project" by the National Association of Black Journalist; "A Goliath in Urban Internet Programming" by Black Enterprise Magazine; "Most Comprehensive African American Offering" by Jupiter Research; -- BET.com is covers news, health, careers, money, music, home buying, entertainment, dating, beauty and the BET Network shows. BET.com offers stimulating content channels as well as the latest interactive features for today's African- American consumer.

About CareerBuilder.com

CareerBuilder.com is the nation's leading online job network with 20 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 550 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, 11 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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