

## **CareerBuilder.com to Bring Jobs to More Than 80 Cities Across the Country Via Second Annual Mobile Marketing Tour**

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CareerBuilder.com, the nation's largest online job site with more than 20 million unique visitors, will hit the road again this summer, traveling to more than 80 cities nationwide during its second annual mobile marketing tour. From May 1 through September 4, CareerBuilder.com will roll into major events and hot commuter areas in branded vans, delivering on-site access to more than 1 million jobs, expert career advice and laughs. Job seekers will have a chance to win prizes and could quite possibly meet a bona fide human pork chop.

"Last year, CareerBuilder.com reached 7 million job seekers through a mobile marketing tour that spanned 50 cities," said Richard Castellini, Vice President of Consumer Marketing at CareerBuilder.com. "This year, we are taking our guerrilla marketing a step further by expanding the tour to 80 cities. After visiting more than 140 college campuses earlier this year, the tour is moving to general venues to deliver a personal, one-on-one experience with the CareerBuilder.com brand."

The tour isn't all about business. While learning about the new job opportunities in their local areas, job seekers can take a free digital snapshot that will be overlaid with the infamous chimps from CareerBuilder.com's popular advertising campaign. Job seekers can view their photos online and share them with friends and family. They can also play carnival games and enter to win a state-of-the-art home office, including computer, PDA, all-in-one printer, digital camera, office supply shopping spree and more.

In certain cities, CareerBuilder.com's wacky street teams will be accompanying the tour. Characters such as a human pork chop, sausage link or grown man dressed as a baby are making their way to special events and festivals with the message, "If you think your job is worse than mine, go to CareerBuilder.com."

The tour comes at an opportune time for job seekers with the economy and job market expanding at a healthy pace. More than 600,000 jobs have been created in the U.S. so far this year and more than half of hiring managers surveyed by CareerBuilder.com said they will expand their staffs in 2006. CareerBuilder.com's mobile marketing tour is designed to quickly connect job seekers with these employers by bringing job search tools directly to their backyards in an entertaining way.

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/> .

SOURCE: CareerBuilder.com

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