

CareerBuilder.com Launches National Marketing Campaign and Game Plan for High Speed International Expansion

PRNewswire
CHICAGO

On Super Bowl Sunday, CareerBuilder.com is kicking off a national marketing blitz valued at over \$250 million with two 30-second spots. The blitz is part of an aggressive game plan off the field as CareerBuilder.com suits up for rapid expansion domestically and overseas and fierce competition for the number one position in online recruitment on a global scale.

"CareerBuilder.com is the market leader in the U.S. with the most revenue and our marketing strategy played a key role in making that happen," said Matt Ferguson, CEO of CareerBuilder.com. "With our technology, partnerships, and learnings from sales and customer service, we can grow this business in any market economy where there is a free flow of labor and capital. Europe alone presents a \$1.3 billion opportunity."

International Kickoffs

In the last two years, CareerBuilder.com successfully launched organic sites in Canada, the United Kingdom, Germany and Spain and acquired sites in Greece (kariera.gr), Sweden (Jobbguiden.se) and The Netherlands (JobbingMall.nl). In India, CareerBuilder.com launched a site while maintaining a close partnership with Naukri, and continues to have strong partnerships with 51Jobs in China and with Incruit in South Korea.

Through its partnership with MSN, CareerBuilder.com launched co-branded Careers channels in the UK, Germany, the Netherlands and Sweden in 2007. In 2008, CareerBuilder.com plans to accelerate its international expansion and go head-to-head with top players in several more markets with MSN.

"Our goal is to be the market leader in any country we enter within five years," said Ferguson. "We are taking our leadership beyond U.S. borders and establishing CareerBuilder.com as a global entity."

Here's how CareerBuilder.com stacks up against the competition:

Company Stats

- Passing - One fifth the size of the market leader five years prior, CareerBuilder.com passed its largest competitor in North America in 2006 with \$672 million in revenue. The company widened the revenue gap in 2007 with \$585 million for the first three quarters of the year, outselling its largest competitor by more than \$50 million.*
- Returns - CareerBuilder.com now commands the highest market share in the U.S. at 34 percent, a gain of 10 points since 2004.
- Rushing - In 2007, Microsoft purchased a minority equity stake in CareerBuilder.com. At the same time, CareerBuilder extended its agreement to be the exclusive job content provider to the MSN Careers channel in the U.S. through 2013. MSN and CareerBuilder also broadened their alliance to include key MSN international sites, facilitating an accelerated global expansion for CareerBuilder. MSN reaches over 66 percent of all worldwide Internet visitors.
- Receiving - CareerBuilder.com attracts more than 23 million unique visitors per month in the U.S., 10 million more than its largest competitor, according to comScore Media Metrix. Traffic levels

continue to climb in overseas traffic through partnerships with MSN, acquisitions and organic investments.

- Defensive Tackles - CareerBuilder.com continues to invest heavily in growing its sales force and was named one of BusinessWeek's Best Places to Launch a Career in 2007. Including support from its newspaper partners, a total of 2,589 people sell CareerBuilder.com products and services today, an increase of 16 percent over 2006. CareerBuilder.com serves 92 percent of the FORTUNE 1,000 and 93 percent of the FORTUNE 500, and posts over 1.6 million jobs.
- Playbook - CareerBuilder.com's competitive standing is partially driven by its strategy to invest in co-branded partnerships with national, local, industry and niche sites including 140 newspapers, MSN and America Online. CareerBuilder.com's search engine powers the online job search sites for more than 1,400 partners, a 35 percent increase year over year.
- Special Teams - CareerBuilder.com continues to lead the industry in technology advancement, creating a unique matching functionality to hasten the job search and recruitment process. The company serves on FAST Search & Transfer's Technology Advisory Board and works exclusively with FAST on product development for online recruitment, keeping CareerBuilder.com at the forefront of best-of-breed search engine technology.

*Annual revenue to be released at a later date

About CareerBuilder.com

CareerBuilder.com is the nation's largest online job site with more than 23 million unique visitors and over 1.6 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 1,400 partners, including 140 newspapers and leading portals such as America Online and MSN. More than 300,000 employers take advantage of CareerBuilder.com's easy job postings, 26 million-plus resumes, Diversity Channel and more.

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

Media Contact

Jennifer Grasz

773-527-1164

Jennifer.Grasz@careerbuilder.com

First Call Analyst:

FCMN Contact:

SOURCE: CareerBuilder.com

CONTACT: Jennifer Grasz of CareerBuilder.com, +1-773-527-1164,

Jennifer.Grasz@careerbuilder.com

Web site: <http://www.careerbuilder.com/>

<https://press.careerbuilder.com/2008-01-22-CareerBuilder-com-Launches-National-Marketing-Campaign-and-Game-Plan-for-High-Speed-International-Expansion>