

## **CareerBuilder's 'Casual Friday' Crowned Winner of TV Ad Contest During Big Game's 2nd Quarter**

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CareerBuilder revealed the big winner in its HireMyTVAd contest by airing 27-year-old Matt Gahan's advertising idea during the 2nd quarter of today's big game. This is CareerBuilder's sixth time in the big game and the first time it put its advertising creative in the hands of consumers by hosting an online contest inviting people to create their own original TV ad idea. Gahan's "Casual Friday" idea was awarded \$100,000 and a coveted spot during the most watched TV event of the year.

The 30-second spot explores the idea that some office workers indeed go too far on casual Friday, as Gahan's idea features office workers of all shapes and sizes scurrying around the office in nothing but their underwear. Gahan's hilarious concept reflected the company's signature use of humor during past big games and reinforced CareerBuilder's tagline - START BUILDING.

"CareerBuilder has had a successful track record advertising during the last six big games and we are confident that Casual Friday will resonate well with this year's audience," said Richard Castellini, Chief Marketing Officer at CareerBuilder. "We congratulate and thank Matt for his idea and are happy to be able to provide him a real-life advertising experience for his resume."

Gahan, a surfing enthusiast and freelance video editor from San Clemente, CA, plans to use the prize money and experience to launch his own production company. "This is truly the chance of a lifetime," said Gahan. "This windfall of cash really helps to jump start my career and allows me to pursue what I love to do."

To view "Casual Friday" and the other winners' spots, visit [www.careerbuilder.com/tv](http://www.careerbuilder.com/tv).

### About CareerBuilder®

CareerBuilder is the global leader in human capital solutions, helping companies target and attract their most important asset - their people. Its online career site, CareerBuilder.com®, is the largest in the United States with more than 23 million unique visitors, 1 million jobs and 32 million resumes. CareerBuilder works with the world's top employers, providing resources for everything from employment branding and data analysis. More than 9,000 websites, including 140 newspapers and broadband portals such as MSN and AOL, feature CareerBuilder's proprietary job search technology on their career sites. Owned by Gannett Co., Inc., Tribune Company, The McClatchy Company and Microsoft Corp., CareerBuilder and its subsidiaries operate in the United States, Europe, Canada and Asia. For more information, visit [www.careerbuilder.com](http://www.careerbuilder.com).

### Media Contact:

IF YOU NEED ASSISTANCE ON SUNDAY NIGHT PLEASE USE EMAIL AND I WILL GET  
BACK TO YOU ASAP [MICHAEL.ERWIN@CAREERBUILDER.COM](mailto:MICHAEL.ERWIN@CAREERBUILDER.COM)

CareerBuilder  
Michael Erwin  
773-527-3637  
[Michael.Erwin@careerbuilder.com](mailto:Michael.Erwin@careerbuilder.com)  
<http://www.twitter.com/CareerBuilderPR>

### First Call Analyst:

FCMN Contact:

SOURCE: CareerBuilder

CONTACT: Michael Erwin, +1-773-527-3637,  
[Michael.Erwin@careerbuilder.com](mailto:Michael.Erwin@careerbuilder.com)

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

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