

## **More Companies Hire Employees Through CareerBuilder Than Other Job Boards, New Independent Research Shows**

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CareerBuilder's leadership in helping employers find top quality job candidates is underscored by a new independent report. In CareerXroads' 9th Annual Source of Hire Study, U.S. employers said referrals, career sites and job boards accounted for the majority of their new external hires in 2009 (62.2 percent) and, of the job boards, employers hired more employees through CareerBuilder than its competitors.

According to the study, career sites and job boards accounted for 35.5 percent of new external hires in the U.S. in 2009. CareerBuilder was ranked as the No. 1 source of hire within the job board category at 41.6 percent compared to 11.6 percent for its largest competitor.

"Knowing which recruitment resources produce the best return on investment is especially critical in a time of leaner budgets," said Matt Ferguson, CEO of CareerBuilder. "CareerBuilder remains the category leader because we pair the most effective matching technology with a consultative approach and global reach. We help businesses and employees build their futures and we take that job very seriously."

CareerBuilder continues to widen the revenue gap between itself and top competitors. In 2009, CareerBuilder outpaced its largest rival by \$135 million in North American network revenue, which includes revenue sold by its newspaper partners. Excluding its newspaper partners, CareerBuilder still outsold its largest competitor by \$45 million.

CareerBuilder has a presence on over 9,000 Web sites worldwide. The company has evolved beyond just a job board and offers a suite of human capital solutions including talent consulting, targeted email campaigns, in-depth data analysis to track talent flow to and from organizations, social media brand management, outplacement services and more. The company owns and operates a variety of niche sites and launched its own professional networking site, which currently has more than 2.6 million members.

In 2004, the company launched a revolutionary job matching technology that produces the most relevant search results for employers and job seekers. This recommendation engine accounts for more than half of applications received through CareerBuilder on average and is unparalleled in the industry.

CareerBuilder is building on this success overseas. In Europe, CareerBuilder experienced a 61 percent increase in applications to its jobs in 2009 compared to the previous year. Today, the company operates in 15 markets in Europe as well as in Asia and Canada.

### 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 to recruitment support. 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).

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