

## CareerBuilder Underscores Lead in Traffic and Revenue

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CHICAGO, March 2, 2011 /PRNewswire/ -- On the heels of seven consecutive years of traffic leadership in the U.S., CareerBuilder kicked off 2011 with one of the highest Careers traffic months in category history. More than 25.7 million unique visitors came to the CareerBuilder Network in January 2011, the highest in the industry, according to comScore Media Metrix data(1). CareerBuilder is also leading competitors in comScore's Job Search subcategory. The record traffic performance in January is reflective of a unique business strategy that is further expanding CareerBuilder's leadership position in the online recruitment industry.

comScore Media Metrix data shows that CareerBuilder has the most unduplicated traffic in the industry and head-to-head tests confirm that CareerBuilder's traffic converts better than its competitors in terms of job applications. CareerBuilder continues to develop online co-brand partnerships around the world to extend the company's reach and establish more connection points for employers and job seekers.

"CareerBuilder has increased our market share each year for the last six years because we invest heavily in high-quality traffic generation and product development that is impactful for clients," said Matt Ferguson, CEO of CareerBuilder. "We have a diverse portfolio of services that extend beyond traditional online recruitment and support evolving needs within the human capital space. We're excited about the growth opportunities for our business in 2011 both domestically and globally."

CareerBuilder passed its largest competitor in North American network revenue in 2006 and the company continues to widen the revenue gap. CareerBuilder's North American network revenue was \$556 million in 2010, up 3 percent from 2009, compared to a 2 percent decline in organic revenue for its largest competitor.

CareerBuilder's growing suite of solutions has contributed to its strong revenue lead. CareerBuilder recently launched a game changing offering called Talent Network, which is helping employers build a pipeline of active and passive job seekers. The solution has multiple engagement features such job distribution across the web, social media, SEO, CRM, personalized job recommendations, mobile-friendly career sites and more to help employers connect with talent in a relevant and action-provoking way.

CareerBuilder's also launched its new Work@ application, which makes it easy for workers to identify which Facebook friends are a match for open positions within their company and instantly share those opportunities. In addition, CareerBuilder has a new Compensation Portal, which provides real-time data to employers based on education, experience, industry, location and company size.

CareerBuilder currently operates sites in 19 countries outside of the U.S. Its sites, combined with partnerships and other acquisitions, give CareerBuilder a presence in 55 countries worldwide.

*(1) Source: comScore Media Metrix, Career Services and Development with duplication, January 2011*

### 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 22 million unique visitors, 1 million jobs and 40 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. (NYSE: GCI), Tribune Company, The McClatchy Company (NYSE: MNI) and Microsoft Corp. (Nasdaq: MSFT), 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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