

CollegeRecruiter.com and Jobs2Web Create Pay-for-Performance Partnership

December 1, 2009—MINNEAPOLIS, Minnesota — CollegeRecruiter.com, the leading job board used by college students searching for [internships](#) and recent graduates hunting for [entry-level jobs](#) and other career opportunities, today announced a partnership with Jobs2Web, the leading provider of automated interactive recruitment marketing solutions that enable major employers to better attract, capture, interact and measure their recruiting strategies. The partnership will allow clients of [Jobs2Web](#) to leverage its expertise in pay-per-click and other forms of pay-for-performance recruitment advertising by providing those clients with fully automated access to post pay-per-click jobs to CollegeRecruiter.com.

“I’ve been a big fan of Jobs2Web since its inception. It was obvious from day one that Jobs2Web was ready, willing, and able to bring accountability to the world of recruitment advertising,” said Steven Rothberg, president and founder of CollegeRecruiter.com. “Historically, employers have been forced to spend huge portions of their recruitment budgets without a clue as to what was working, resulting in inefficiencies and a complete waste of resources. With this partnership, we’ll drive value to our joint clients by providing them with increased efficiency as well as enhanced recruitment marketing and communication tools.”

Peter Baskin, vice president of Marketing for Jobs2Web, said, “The category of interactive recruiting is quickly evolving, especially as companies seek to leverage social media and Web 2.0 technologies as more cost effective means of sourcing qualified candidates. However, formulating an interactive recruiting program needs to be strategic, not merely tactical, which is why our relationship with CollegeRecruiter.com will lend further support to our clients.

Media Contact:

About CollegeRecruiter.com

CollegeRecruiter.com is the leading job board used by college students searching for internships and recent graduates hunting for entry-level jobs and other career opportunities. CollegeRecruiter.com features a database of 10 million students, recent graduates, and alumni who have asked to be notified by email and text messages when new opportunities become available which match their interests. CollegeRecruiter.com has been a leader in pay-for-performance advertising for over a decade, including pay-per-sale, pay-per-hire, pay-per-lead, pay-per-applicant, and pay-per-click campaigns. For more information about the solutions offered by CollegeRecruiter.com to its employer clients, visit <http://www.CollegeRecruiter.com/employers> or call 800-835-4989.

About Jobs2Web

Jobs2Web is the leading provider of automated interactive recruitment marketing solutions that enable major employers to better attract, capture, interact and measure their recruiting strategies. Because all recruiting is marketing, employers need a recruitment marketing platform to power their online recruitment marketing strategy to tap into new sources of talent, to build and manage their talent pipelines, and to automate recruiter activities. Jobs2Web clients report lower sourcing costs, better

visitor/candidate conversion, lower operating costs and better recruiting campaign results.

Founded in 2003, Jobs2Web is headquartered in Minneapolis, Minn. and ranked No. 228 on the 2009 Inc. 500. The company manages for its clients over five million career site visitors each month and over 75,000 job listings. Every four days a new client site goes live. Come see why at www.jobs2web.com.

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