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## Recruiting Solution Leaders AIRS and Jobs2Web Create First-of-Kind Integration

**September 16, 2009— LEBANON, NH and MINNEAPOLIS, Minn—** [AIRS](#), a company of The RightThing and the leader in recruitment training, technology and outsourcing, and [Jobs2Web](#), a Web 2.0 interactive recruiting solutions provider, today announced they have created an alliance to deliver joint customers an enhanced talent management platform.

Through the partnership, customers of Jobs2Web can now use AIRS SourcePoint to manage the active and passive candidate talent pools developed using Jobs2Web's ground breaking [Recruitment Marketing Platform](#). This integration, which is the first of its kind, allows AIRS and Jobs2Web clients to combine best-in-class job-focused interactive recruitment technology with the most advanced [recruitment CRM](#) technology on the market.

"When it comes to finding high quality talent, many organizations are realizing the need to commit to aggressive marketing strategies that maximize the benefits of interactive recruitment marketing technology and Web 2.0 communication channels," said Chris Forman, President of AIRS. "We are thrilled to partner with Jobs2Web as our alliance will provide clients with a more centralized and streamlined application to manage their talent pipeline."

As recruiting technology continues to evolve, Recruitment CRM's like AIRS SourcePoint are gaining in popularity as are Web 2.0 tools like Jobs2Web's Recruitment Marketing Platform. As the number one CRM platform, AIRS SourcePoint leads the industry with more partnerships and job board integrations than any other CRM tool on the market. Jobs2Web has rapidly established itself as the de facto leader in interactive recruiting and interactive recruitment marketing. The synergy created from this partnership will drive value to the end client by providing increased efficiency as well as enhanced recruitment marketing and communication tools.

[Doug Berg](#), Jobs2Web's founder and chief recruiting geek, 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 AIRS will lend further support to our clients." Berg continued, "We're delighted to work with best-of-breed providers, such as AIRS, and look forward to the benefits our relationship will bring to the market."

**About AIRS**

AIRS is the answer to how businesses proactively acquire, develop and transition global talent with award-winning sourcing technology and training solutions. Solving talent acquisition and transition problems worldwide, over 70 percent of the Fortune 500 trust AIRS to deliver results that drive the success of their businesses. AIRS is a company of The RightThing, a leading recruitment process outsourcing provider. Together, they offer a full range of talent solutions. For more information please visit [www.rightthinginc.com](http://www.rightthinginc.com)

**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 4 days a new client site goes live. Come see why at [www.jobs2web.com](http://www.jobs2web.com).

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