

Jobs2Web Continues to Succeed in the Interactive Recruitment Market

Company Achieves New Customer Growth Over 100% and Expands Operations and Product Offerings Despite Tough Economy

MINNEAPOLIS (August 10, 2009) – [Jobs2Web](#), an interactive recruitment technology provider, announced business results for the first half of 2009. Renewal and new customer revenue continues to grow on plan, and the rate at which new customers are adopting the Jobs2Web Recruitment Marketing Platform is accelerating. When compared to the same period in 2008, Jobs2Web more than doubled the number of new customers.

New Clients, Contract Renewals

New clients added in the first half of the year included 7-Eleven, Inc., Booz Allen Hamilton, Novell, PepsiCo, and TYBRIN. Healthcare continues to be a very strong vertical for Jobs2Web, accounting for almost a third of the new customers added. New healthcare clients included Cancer Treatment Centers of America, Piedmont Healthcare and many others.

Existing clients continue to renew their subscriptions and trust in Jobs2Web as their Interactive Recruitment Marketing Partner. Some of the companies that have renewed in the first half of 2009 included Best Buy, Mayo Clinic, Travelers Companies, Inc. and Welch Allyn.

“Never before have I witnessed a true test of a company’s ability to create value,” said Ken Holec, CEO of Jobs2Web. “Not only is Jobs2Web operating in a down economy like everyone else, but on top of that, we develop technology to automate interactive recruiting at a time of record unemployment. Despite these market forces, Jobs2Web is thriving because we can dramatically lower the cost of clients’ recruiting operations and improve their service levels to deliver high quality candidates to their businesses.”

Business and Product Growth

Jobs2Web continues to extend its lead in the Interactive Recruiting industry by recruiting and adding its own talent and expanding its product capabilities. During the first half of 2009, Jobs2Web increased headcount by over 20% in all areas of the business. Particular focus has been on further expansion of the Company’s development and delivery capabilities.

A milestone was also reached with the release of v2.0 of the Recruitment Marketing Platform in the first half of 2009. The Jobs2Web Client Advisory Board and over 100 live implementations have allowed Jobs2Web to build upon its thought-leadership in recruiting, demonstrated by multiple enhancements to the core platform and new

targeted recruiting solutions such as social network recruiting and mobile recruiting.

Some of the enhancements to the Jobs2Web's flagship product, The Recruitment Marketing Platform, included: **Dynamic Source Tracking** – a tool that enables clients to easily map source data on candidate traffic to source codes in their Applicant Tracking System (ATS) for analysis and channel optimization; **Social Network Reporting** – extending the reporting framework to include Facebook and other social network recruiting results; and, **Geospatial Mapping** – of visitors and Talent Community Members to help recruiters exploit recruiting opportunities when candidates are physically close to a desired location and/or hiring manager.

Doug Berg, founder and Chief Recruiting Geek at Jobs2Web, commented, “Our latest product release is the culmination of our initial vision combined with the insight, experiences and counsel of our customers. Jobs2Web is setting the standard for interactive recruiting.” He added, “Having real-life input means we can continually enhance and deliver practical solutions that add value. There is some great stuff coming soon ... so stay tuned.”

Recruitment Outsourcing

Jobs2Web also continues to extend its Interactive Recruitment Marketing Solution to Recruitment Process Outsourcing (RPO) providers and continues to bring on new partners. “Employers are looking for scalable and cost-effective talent acquisition, so many hiring companies are turning to RPO providers in this economic climate,” said Holec. “Jobs2Web enables RPO providers to deliver Interactive Recruitment Marketing to their customers.” This “powered-by” strategy gives RPO organizations a proven Web 2.0 recruitment platform to differentiate their sourcing sophistication and focus their core competency on sourcing and targeting desired talent.

About Jobs2Web

Recruiting IS Marketing. Jobs2Web is a leading provider of interactive recruitment marketing solutions that automate recruitment marketing to improve recruiter efficiency and drive costs out of the process. Jobs2Web customers are able to better attract, capture, interact and measure candidate activity. 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 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

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