

## **Jobs2Web Launches Global Public Relations Program; Selects The Devon Group as PR Agency of Record**

**MINNEAPOLIS (November 17, 2008)** — Jobs2Web Inc., a Web 2.0 interactive recruiting solutions provider, today announced the launch of its global public relations program.

Jobs2Web's interactive solutions, which enable employers to leverage Internet resources to attract, interact with and hire qualified talent without reliance on expensive and ineffective job boards, are utilized by global consulting organizations, local government agencies, major financial institutions, the largest national retailers, healthcare organizations, and some of the top technology and manufacturing companies. Jobs2Web's network of partners include both large and small recruitment advertising agencies, recruitment process outsourcing firms (RPOs), job aggregation sites, national recruitment strategies firms, and several applicant tracking systems (ATS) that are doing advanced integrations with the Jobs2Web platform.

By utilizing the latest Web 2.0 technologies, Jobs2Web's solutions help organizations drive qualified talent to corporate career sites from multiple networks, including search engines, such as Google; job aggregation and job posting sites, like SimplyHired and Craigslist; and social networks, such as Facebook and MySpace. Jobs2Web gives companies the ability to build their own talent communities that support ongoing communication with prospective hires about relevant job openings. The company also has a targeted offering especially designed to help RPO vendors improve sourcing effectiveness and to enable RPO sourcing teams to tap the same high-levels of quality talent acquisition and sourcing communities enjoyed by direct Jobs2Web employers

"Today's job seekers are faster, smarter and more connected, as evidenced by the more than 200 million career-related searches each month," Peter Brasket, Jobs2Web's co-founder and senior vice president, business development, commented. "Our mission is to help companies to understand these new job seekers and to connect their own recruiting efforts with the mainstream Web. We want to let more organizations know how working with Jobs2Web can enable them to reduce job-board spend while maximizing the effectiveness of their own career sites. The Devon Group will be integral in supporting this initiative."

Jeanne Achille, president and CEO of The Devon Group, added, "Jobs2Web represents the next-generation of how to source and engage talent by utilizing the combined power of interactive resources." She continued, "Jobs2Web already has a proven track record and a stellar client roster. We're honored to have the opportunity to promote how they can help even more organizations to build talent communities."

### **About The Devon Group**

Founded in 1994, The Devon Group delivers quantifiable public relations and marketing results to a wide variety of companies and organizations. The Company's full range of PR and marketing services build recognition for new products and services while increasing qualified sales leads. The Devon Group has won numerous awards for writing outstanding feature stories and press releases as well as designing and executing local, national and global media campaigns.

Headquartered in Middletown, N.J., The Devon Group also has offices in London and Waltham, Mass. The Company has achieved WBENC certification, one of the most widely recognized and respected certifications in the U.S. For more information about The Devon Group, please visit [www.devonpr.com](http://www.devonpr.com).

### **About Jobs2Web**

Jobs2Web is a leading provider of interactive recruiting solutions. The company develops and implements the innovative technologies and services that enable employers to leverage their investments in their own career sites to attract, capture and communicate with the exploding base of interactive job seekers. Through Jobs2Web's solutions, employers can improve recruiter effectiveness and provide measurable results, translating into increased quality of hires, reduced time to fill and a ready pipeline of passive candidates.

Founded in 2003, Jobs2Web is headquartered in Minneapolis, Minn. Jobs2Web's executive team includes several of the world's foremost sourcing and recruiting experts. More information can be accessed at [www.jobs2web.com](http://www.jobs2web.com)

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