

## *Peopleclick Partners with Jobs2Web to Offer Clients Interactive Talent Acquisition and Career Site Optimization Solutions*

*Helping employers maximize career site marketing via search engine optimization*

**RALEIGH, N.C. and MINNETONKA, MN —April 16, 2008—**Peopleclick, Inc., the leading global talent acquisition solutions provider, and Jobs2Web, the leading provider of interactive recruitment solutions, today announced a partnership to offer clients enhanced career site optimization and interactive recruiting marketing services through the Peopleclick **Recruitment Management System (RMS)**.

Through this partnership, Peopleclick and Jobs2Web will offer clients the following:

- Search Engine Optimization (SEO) of Peopleclick-powered career sites, helping clients attract talent directly from Google, Yahoo and other major search engines where millions of candidates search for job and career-related information each month
- Ability for companies to build their own online Talent Community which captures more passive candidates and automatically matches and markets jobs to their private database of prospects and employees via email and RSS feeds
- Integrated source tracking of applicants to help companies track which referring sites are providing them the best candidates
- Dynamic Talent Landing Pages that help employers to feature dozens or hundreds of career types within their company
- Enhanced pay-per-click strategy that increases keyword advertising results targeted to recruiting audiences
- Future ability to integrate social network recruiting and text messaging as key components of their interactive recruiting strategy

"Through this agreement with Jobs2Web, Peopleclick is able to offer our clients a unique and powerful recruitment marketing solution that helps their job postings get noticed first. This interactive strategy enhances their overall online recruiting solution by driving job seekers directly to their career site," said Ginny Gomez, senior vice president of product management and marketing at Peopleclick. "A number of Peopleclick RMS users are already Jobs2Web clients and experiencing success with this platform. With our new partnership we will provide seamless integration leading to even greater recruiting results for our mutual clients, making this a perfect fit with Peopleclick."

"We are also excited to partner with Peopleclick," said Ken Holec, chief executive officer at Jobs2Web. "Jobs2Web is a critical part of the online recruiting strategy for nearly fifty major employers nationally, as companies seek to enhance their direct online recruiting of candidates via their own career sites helping them gain strategic access to the millions of job seekers monthly on major search engines. This helps employers to compete head-to-head for online talent with interactive marketing tools that were previously only used by major job boards. Employers can now maximize their investment in their Peopleclick-powered career sites to attract and capture more talent online, along with leveraging new interactive strategies that have proven to decrease recruiting costs and increase the quality and volume of candidates they receive directly online."

### ***About Peopleclick***

Peopleclick provides software and services that empower companies around the world to find, attract and hire quality people—in less time, with less risk. Peopleclick's technology, consulting expertise and support give companies the vision and flexibility to strategically manage all of their talent resources—whether they are salaried, hourly or contingent. Founded in 1997, the privately-

held company currently serves 1,800 clients in 192 countries, including 54 of the Fortune 100. Peopleclick products support users in organizations ranging in size from large, multi-national corporations to small and medium-sized businesses. For more information about Peopleclick, visit [www.peopleclick.com](http://www.peopleclick.com).

***About Jobs2Web***

Jobs2Web is a leading provider of interactive recruiting solutions. We develop and implement innovative technologies and services to enable employers to attract, capture and communicate with the exploding base of interactive job seekers. Our solutions allow employers to be self-sufficient, reduce administration, and provide measurable results; all of which will translate to increased quality of hires and reduced time to fill. Headquartered in Minneapolis, the company was founded in 2003. Visit us at [www.jobs2web.com](http://www.jobs2web.com).