CareerBuilder.com Offers Pre-Game Preview of Super Bowl TV Ads

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CareerBuilder.com is today the nation's largest online job network with more than 15 million unique visitors* and over 600,000 jobs, and it's getting ready to tell job seekers in a big way -- by launching its largest marketing campaign in company history with a spend of over $200 million**. The year-long campaign, designed to raise awareness for CareerBuilder.com's #1 position in online recruitment, will officially launch at the Super Bowl, but a pre-game sneak peak will begin appearing online today.

(Photo: http://www.newscom.com/cgi-bin/prnh/20050124/CGM025)

CareerBuilder.com publicly released the first spot from its new TV advertising campaign this morning at http://www.careerbuilder.com/TV as part of a major online marketing blitz. The ad features a humorous twist on office life with a frustrated male human employee working in a chaotic cubicle environment where fellow employees just so happen to be chimpanzees. As the human employee witnesses various antics around the office where he is left to pick up the slack, he laments to a disgruntled customer on the phone, "I'm sorry. It's just that I work with a bunch of monkeys."

CareerBuilder.com purchased two 30-second spots that will air during the second and third quarters of the Super Bowl. The spots feature more tales from the office, parodying dissatisfying work experiences and providing words of encouragement to viewers with a new tag line: "a better job awaits."

The campaign was created by Cramer-Krasselt, the agency that also developed CareerBuilder.com's "Plan Your Escape" campaign in 2004 and Effie- award winning "Smarter Way to Find a Better Job" campaign in 2003.

"The new creative offers the kind of comical entertainment that is sure to get people talking around the water cooler the next day," said Richard Castellini, Vice President of Consumer Marketing for CareerBuilder.com. "While exploring the trials of an unsatisfying work environment, we are also driving home a memorable brand message that CareerBuilder.com is the top online resource for finding a better job. We believe this message will resonate with viewers and look forward to scoring in the big game."

"The Super Bowl is the most widely viewed event of the year where the audience is actively engaged in watching commercials," said Matt Ferguson, CEO of CareerBuilder.com. "CareerBuilder.com's advertising during the game and other high profile events marks a significant milestone in our brand awareness initiative. By marketing to a potential audience of over 180 million in 2005 with a message that many of today's workers can identify with, CareerBuilder.com is attracting a new lineup of talent for employers and strengthening our leadership position in the online recruitment industry."

CareerBuilder.com's Super Bowl appearance is kicking off a multi-faceted, national marketing program which also includes its advertising debut at the Academy Awards, the Grammy's and the NCAA Final Four. In addition to advertising at widely viewed events, the company is consistently reaching out to its target audience through a combination of primetime national network and cable television, local radio, print, outdoor ads and mobile marketing. It will be supplemented with in-kind advertising support from the more than 130 newspapers, 48 television stations and Web sites of owners Tribune Company, Gannett and Knight Ridder.

*comScore Media Metrix, November 2004. The CareerBuilder Network is a custom aggregation of CareerBuilder.com traffic as well as job search traffic to career centers CareerBuilder powers for partner sites such as Tribune Company, Gannett, Knight Ridder and others.

**SunTrust Robinson Humphrey, December 2004 - includes in-kind promotions from Tribune Company, Gannett and Knight Ridder.

About CareerBuilder.com

CareerBuilder.com is the nation's leading online job network with more than 15 million unique visitors and over 600,000 jobs. Owned by Gannett Co., Inc. , Tribune Company , and Knight Ridder, Inc. , the company offers a vast online and print network to help job seekers connect with employers. CareerBuilder.com powers the online career centers for more than 450 partners that reach national, local, industry, diversity and niche audiences. These include more than 130 newspapers and leading portals such as America Online and MSN. More than 30,000 of the nation's top employers take advantage of CareerBuilder.com's easy job postings, 10 million-plus resumes, comprehensive screening tools and more. Millions of job seekers visit the site every month to search

for opportunities, sign up for automatic email job alerts, and get advice on job hunting and career management. For more information, visit http://www.careerbuilder.com/ .

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