

## **CareerBuilder.com Takes Over as Industry Leader in Online Recruitment - New Industry Reports Show CareerBuilder.com Features the Most Job Seekers and Listings -**

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CareerBuilder.com announced today it has surpassed competitors in job search traffic and has moved into the leadership position for the online recruitment industry. The CareerBuilder Network\* attracted 14.7 million unique visitors in February 2004, giving the company top ranking in job search traffic for two consecutive months, according to a specialized job search report from comScore Media Metrix\*\*. At the same time, CareerBuilder.com continued its 12-month trend of listing the most jobs in the 100 largest U.S. markets, according to recruitment tracking firm Corzen.

"Employers want exposure to the greatest amount of qualified candidates and job seekers want access to the greatest amount of relevant opportunities," said Matt Ferguson, President and COO of CareerBuilder.com. "CareerBuilder.com has executed successfully on our strategy to become the number one resource on both accounts. We have more than doubled our traffic over the last year and now command around 45 percent of market share for job postings - the highest in the industry. Our accelerated expansion efforts coupled with state-of-the-art technology and a steadfast commitment to our users has made CareerBuilder.com the industry leader and preferred choice."

Comparing February 2004 to February 2003, the CareerBuilder Network increased its job seeker traffic by 127 percent and job postings by 46 percent. This builds on the momentum seen in January 2004 when the CareerBuilder Network increased its year over year traffic by 117 percent and job postings by 33 percent.

Based upon a specialized job search report, comScore Media Metrix shows that the CareerBuilder Network has more unique visitors than its largest competitors. The report analyzes job search traffic amongst competing online career sites to provide more accurate comparisons. The job search specific data, which will be reflected in a new sub-category, will be introduced in syndication in April.

"The comScore Media Metrix specialized report breaks out traffic that is solely related to job search activity, rather than rolling it up into a more general aggregation," said Ferguson. "The new measurement is critical because employers only care about the number of eyes that are viewing their open positions, not about other traffic that does not benefit them directly. This report will help employers to discern how much exposure their job postings will truly receive when working with an online career site and use this information to assess the best return on their investment."

CareerBuilder.com features over 9 million resumes and more than 400,000 jobs from over 25,000 of the nation's most sought after employers. Owned by Tribune Company, Gannett and Knight Ridder, CareerBuilder.com features jobs from the classifieds sections of more than 130 newspapers. With its newspaper affiliations, CareerBuilder.com powers the career sites for more than 350 partners with over 1,200 Web sites reaching national, international, local, industry and niche audiences. These partnerships include exclusive agreements with key portals such as America Online and MSN.

\*CareerBuilder Network traffic includes job search traffic from the career centers CareerBuilder powers for partner sites Tribune Company, Gannett, Knight Ridder and others.

\*\*Custom Report produced by comScore Media Metrix that analyzes job-search traffic for the top players in the Careers category - January and February 2004 (i.e. excludes non-careers traffic activity). This job search data will be reflected in a new sub-category, which will be introduced in syndication in April.

### About CareerBuilder.com

CareerBuilder.com is a leading online source for maximizing recruitment dollars and optimizing job searches with superior products, customer service and technology. With a unique combination of national, local and niche audiences, CareerBuilder.com makes it easy for recruiters to reach the most qualified candidates with industry-leading market research data and support. Job seekers can search for the right job from more than 400,000 continuously updated postings, representing more than 25,000 of the top employers in virtually every industry, field and location. Together with Gannett Co., Inc., Tribune Company, and Knight Ridder, Inc., CareerBuilder.com includes the Web's top newspaper sites - the most trusted employment sources in recruiting. For more information about CareerBuilder.com products and services, call 888-670-TEAM or visit CareerBuilder.com at <http://www.careerbuilder.com/>.

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