

## CareerBuilder.com to Return to Super Bowl in 2006

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CareerBuilder.com, the nation's largest online job site with more than 20 million unique visitors\* and over 600,000 jobs, announced it will return to the television advertising lineup for the Super Bowl in 2006. CareerBuilder.com was the first advertiser to sign up for next year's big game following its critically-acclaimed debut at the 2005 Super Bowl and subsequent record gains in brand awareness, traffic, applications and resumes. Similar to 2005, next year's advertising will be one component of a national, multi-faceted marketing blitz designed to drive continued brand awareness and underscore its leadership position in the industry.

"CareerBuilder.com's strategy has always been to invest in marketing venues that generate the greatest return for our company, our customers and our partners," said Matt Ferguson, CEO of CareerBuilder.com. "The Super Bowl, an event reaching over 90 million viewers, proved to be a highly effective venue to further penetrate our target audience. Our overall marketing program has helped to drive our best-performing quarter to date. We increased our revenue by 88 percent year-over-year to \$107 million in Q1 and attracted a record high of over 20 million unique visitors per month."

CareerBuilder.com's 2006 marketing strategy will blend national outreach with grass roots promotions in local markets. It will include primetime network and cable television, local radio, print, interactive and stadium ads. The campaign will be complemented with advertising support from the more than 130 newspapers, 48 television stations and Web sites of owners Tribune Company, Gannett and Knight Ridder. In addition, CareerBuilder.com will continue to sign new marketing partnerships to power co-branded online job search centers. CareerBuilder.com currently powers these centers for over 550 partners, including America Online and MSN.

In the mean time, CareerBuilder.com's 2005 campaign continues to hit the streets - literally. The company launched a mobile marketing tour that is bringing CareerBuilder.com's award-winning job search directly to 43 markets with an informative and entertaining live brand experience at local events and metropolitan areas. The tour will lead into the Fall football season, where CareerBuilder.com's national ad buys will serve as a warm-up for Super Bowl XL.

The creative for the Fall season, designed by Cramer-Krasselt, will feature new spots from CareerBuilder.com's popular Super Bowl campaign. The spots, which ranked in the top ten of USA Today's Super Bowl Ad Meter and other leading polls, tell the humorous tale of a frustrated human employee dealing with the antics of unprofessional co-workers, who are in fact chimpanzees.

\*comScore Media Metrix, March 2005. 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.

### About CareerBuilder.com

CareerBuilder.com is the nation's largest online job network with more than 20 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 career centers for more than 550 partners that reach national, local, industry 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, 11 million-plus resumes, Diversity Channel and more. Millions of job seekers visit the site every month to search for opportunities by industry, location, company and job type, sign up for automatic email job alerts, and get advice on job hunting and career management. For more information about CareerBuilder.com products and services, call 888-670-TEAM or visit <http://www.careerbuilder.com/> .

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