

## **CareerBuilder Launches Contest for U.S. Workers to Create its 2010 Super Bowl Ad**

- Winning 'Creative Director' To Earn \$100,000 -**
- Contest Kicks Off Bold New Marketing Strategy -**

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CareerBuilder announced an exciting new contest that is putting U.S. workers to work on its 2010 Super Bowl commercial. At HireMyTVAd.com, workers can submit 25-second videos to be considered for CareerBuilder's return to the Big Game for the sixth consecutive year. The winning "creative director" will be awarded a "paycheck" of \$100,000 and the runner up will earn \$50,000. This is part of a bold new direction CareerBuilder is taking in its marketing strategy that builds on the company's long-time investments in social media and user-generated content.

"CareerBuilder was one of the early adopters of user-generated, short-form content and now we're taking our investment to a whole new level," said Richard Castellini, Chief Marketing Officer for CareerBuilder. "There are so many talented workers out there who are facing a really tough job market. Introducing this twist into our advertising opens the door to a new resume-building experience that showcases their talent. And who better to ask what appeals to job seekers than the job seekers themselves?"

Workers submitting ideas at HireMyTVAd.com can build on the successes of previous CareerBuilder advertising campaigns or come up with an entirely new concept. The contest launches on May 13 and runs through July 3, 2009. For contest details, go to HireMyTVAd.com.

Once the winner is chosen, CareerBuilder's marketing team will develop the spot in-house - another critical element in its aggressive new direction.

"We made a strategic decision to change our advertising approach and leverage the expertise of the seasoned pros on CareerBuilder's advertising team in a new way," said Castellini. "If you're not consistently taking calculated risks and reaching beyond the status quo, you're not challenging yourself. We are a company that challenges itself."

### About CareerBuilder

CareerBuilder is the global leader in human capital solutions, helping companies target and attract their most important asset - their people. Its online career site, CareerBuilder.com, is the largest in the U.S. with more than 23 million unique visitors, 1 million jobs and 31 million resumes. CareerBuilder works with the world's top employers, providing resources for everything from employment branding and data analysis to talent acquisition. More than 9,000 Web sites, including 140 newspapers and broadband portals such as MSN and AOL, feature CareerBuilder's proprietary job search technology on their career sites. Owned by Gannett Co., Inc. , Tribune Company, The McClatchy Company and Microsoft Corp. , CareerBuilder and its subsidiaries operate in the U.S., Europe, Canada and Asia. For more information, visit [www.careerbuilder.com](http://www.careerbuilder.com)

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