

## **CareerBuilder Launches Professional Community BrightFuse.com**

### **--Workers Turning to Online Networking to Promote Their Talent and Connect with Other Professionals--**

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It's not all about just a resume and cover letter anymore. A highly competitive job market has many workers adjusting their job search strategies. According to a new CareerBuilder survey of more than 4,200 workers, 16 percent of workers have used social networking sites as a part of their job search mix. Now, in an effort to provide a new online resource for professionals, CareerBuilder has officially launched BrightFuse.com - a free talent community for workers of all levels and industries to showcase their talents.

BrightFuse.com users highlight their talent through customizable profiles that reflect their backgrounds, skills and specialties. In addition to basic personal and professional information, workers can add recommendations from contacts, community activities, Twitter updates, RSS feeds to a blog or Web site, and much more to their profiles.

"In this difficult job market, online networking is an important piece of the puzzle for workers wishing to build professional relationships, and ultimately, connect with their next great job," said Liz Harvey, senior director of online products for CareerBuilder. "With more than 1.6 million users, BrightFuse.com has become a thriving professional community. Workers of all levels can use BrightFuse.com to have that important open dialogue - while promoting themselves and recommending others."

While BrightFuse.com offers all the basics features of a networking site, such as customizable profiles and groups, it also provides advanced features, including:

- Facebook Application - BrightFuse.com users can publish the main elements of their BrightFuse profile as a tab on their Facebook profile, allowing them to share their professional side with their network of friends.
- Portfolio Posting - Uploading a digital portfolio helps workers enhance their personal brand. Users who have portfolio pieces, such as presentations, design work or writing samples, for example, can post these documents directly to their profiles to share with their contacts.
- Groups - With thousands of groups based on everything from industries to business travelers to happy hour frequenters, there's a spot for everyone on BrightFuse.com to interact and connect with others.

For more information, visit [www.brightfuse.com](http://www.brightfuse.com).

#### 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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