

GE Goes Live with Jobs2web for Interactive Recruitment Marketing
-Jobs2web to Support Improved Candidate Experience, Promotion of Employment Brand and Knowledge-based Recruiting -

MINNEAPOLIS, Minn. (November 30, 2010) – [Jobs2web](#), the leading provider of interactive recruiting solutions, today announced that one of the largest companies in the world – GE – has selected Jobs2web for interactive recruitment marketing. With more than 300,000 employees, GE is consistently ranked as one of the most admired companies around the globe.

Steve Thorne, Vice President, Global Staffing at GE, said, “Our recruiting needs are very diverse, from a functional as well as global perspective. We are looking to fundamentally change the way in which we source and recruit in meeting these needs by leveraging interactive capabilities. After careful evaluation, we chose Jobs2web as our interactive recruitment marketing partner because of their proven interactive recruitment marketing capabilities, innovative solutions, flexibility and vision of the future.”

Ken Holec, CEO of Jobs2web, observed, “GE’s business encompasses a wide range of offerings from lighting to jet engines, which mandates the need for a large and diverse talent pool with a wide variety of skill-sets and geographies. Their employment brand is globally admired and having this opportunity to support their interactive recruiting strategy is an exciting challenge and honor for our company.”

Holec continued, “The collaboration of GE and Jobs2web will help ensure that GE is leveraging its recruiting investments better, as they seek to take advantage and measure the effectiveness of the growing number of recruiting channels available.”

GE’s Jobs2web powered career site can be accessed at <http://jobs.gecareers.com/>.

About GE

GE (NYSE: GE) is an innovative and diversified technology company taking on the world's toughest challenges. From aircraft engines and power generation to financial services, healthcare, and television programming, GE operates in more than 100 countries and employs about 300,000 people worldwide. For more information, visit the company's website at www.ge.com.

About Jobs2web

Jobs2web helps large organizations hire better people, faster and cost effectively. By using Jobs2web's proven Recruit Better™ system, employers know which online channels provide better return on investment, recruit better talent and deliver better candidate engagement. See how at www.jobs2web.com

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