Jobs2web Introduces Job Publishing

—Analytics and Automation Combine to Revolutionize Job Posting and Distribution Services—

MINNEAPOLIS, Minn. (June 15, 2010) – Jobs2web, the leading provider of interactive recruiting solutions, today unveiled Jobs2web Publisher, the first-of-its-kind job publishing system. Announced on the opening day of the company's user conference, *Collaborate*, Jobs2web Publisher is a complete solution that gives employers the ability to use detailed job and applicant status data to automatically route distribution to various types of job boards and aggregators while measuring the effectiveness of each source down to the cost per hire.

" The business of distributing jobs to major job boards, job aggregators and niche job boards and sites will never be the same," said Ken Holec, CEO of Jobs2web. " Jobs2web clients that use Publisher can measure all of their interactive distribution channels directly – whether pay per post or pay per click – and begin to adopt performance metrics to drive better decisions and recruiting channel optimization."

Clients can start with Publisher as a basic job " Pick & Post" tool (flat fee – unlimited posts). Later, clients can choose to add various levels of automation to gain recruiter efficiency and take full advantage of performance metrics. With Publisher, jobs can be packaged and routed to the best channels by matching specific job categories and budget with those channels that deliver the best results. Recruiters can either match individual jobs with channels manually or rely on Publisher to automate the matching and distribution process based on rules and keywords in the job description. Publisher also has an option to handle the billing and financial reconciliation with various sources – providing a true turnkey solution for employers.

Key candidate traffic data is tracked in the Jobs2web Recruiting Dashboard™. Jobs2web uses the performance data derived from the dashboard to optimize where jobs are published. Clients can also implement Jobs2web's Advanced Analytics to provide " full line of sight" from visitor to apply to hire across all of their interactive channels.

" We have been able to use Jobs2web Publisher successfully to expand our interactive talent acquisition reach beyond major boards to include multiple channels including pay per performance aggregators and niche sites. Not only has this improved our cost per hire, but it has also allowed us to expand our Talent Community by targeting more relevant niche sites," said Annette Foght, director of National Recruiting for HCR

ManorCare. " Jobs2web's Advanced Analytics has also enabled us to improve our negotiations with our sources by empowering us with full line of sight data based on applicant, hires and cost."

" It's exciting to see insight and execution coming together to benefit our clients in such a dramatic manner," commented Holec. " We're thrilled with the early results from HCR ManorCare and the other clients that have been using Publisher. Their experiences affirm our vision that there are significant opportunities to help our clients take advantage of multiple high potential niche boards and pay for performance aggregation sites by leveraging automation and analytics."

Jobs2web Publisher is available today. Clients like HCR ManorCare, Avanade and SRC, Inc. have already started using Publisher. Please visit jobsweb for more information on how to get started.

About Jobs2web

Jobs2web has revolutionized online recruiting by leveraging interactive technology and the social web to help companies find better talent faster and at a fraction of the cost. Through integrated technology, automation and real time analytics the Jobs2web platform powers interactive recruitment marketing strategy helping clients Recruit Better™. Come see how at www.jobs2web.com.

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