



Jobs2web Named "Cool Vendor" by Leading Analyst Firm

Vendors selected for the "Cool Vendor" report are Innovative, Impactful and Intriguing

MINNEAPOLIS (May 6, 2010) – [Jobs2web](http://Jobs2web.com), the leading provider of interactive recruiting solutions, has been named by information technology research and advisory firm Gartner as a "Cool Vendor" in the Cool Vendors in Human Capital Management and Employee Performance Management, 2010, published April 21, 2010 by Thomas Otter et al. The designation recognizes companies that are innovative, impactful and intriguing.

Jobs2web's Recruiting Marketing Platform (RMP) consists of automated job alerts, powerful analytics, passive candidate capture, and applicant source tagging. Recruiters can leverage search engine optimization feature to view rankings of keywords from popular search engines. The platform's Web 2.0 approach also encompasses the use of multiple recruiting channels to find and capture candidates, including social networking websites such as LinkedIn, Facebook and Twitter. The application can be configured so it integrates seamlessly with existing technology, which means companies do not have to overhaul their existing career website or applicant tracking systems to make it work.

The corresponding Jobs2web Recruiting Dashboard™ is unique because it enables companies to see exactly how their recruiting investments can be optimized. Jobs2web has been praised for offering a real-time view of recruiting campaigns, providing up-to-the-minute information to help organizations maximize budgets while sourcing the best talent. The dashboard provides quantitative metrics to determine the cost per visitor and applicant—and ultimately, the cost to hire an employee.

“We are proud to be recognized by such a prestigious organization, which we feel is for our ingenuity and effectiveness,” said Doug Berg, Jobs2web’s founder and Chief Recruiting Geek. “We believe this honor conveys our commitment to improve the methods that companies use to recruit top talent, and the success we have had in doing so.”

About Gartner's Cool Vendors Selection Process

Gartner's listing does not constitute an exhaustive list of vendors in any given technology area, but rather is designed to highlight interesting, new and innovative vendors, products and services. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness of a particular purpose.

Gartner defines a cool vendor as a company that offers technologies or solutions that are: Innovative, enable users to do things they couldn't do before; Impactful, have, or will have, business impact (not just technology for the sake of technology); Intriguing, have caught Gartner's interest or curiosity in approximately the past six months.

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.

#

Note to editors: Trademarks and registered trademarks referenced herein remain the property of their respective owners.

Media Contact:

Jeanne Achille

The Devon Group

New York Metro Office: (732) 706-0123 ext. 11

London Office: 020 7917 1832

jeanne@devonpr.com