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CAREERONE.COM.AU HAS RECORD MAY

Into clear second position in online employment market

News Digital Careers today announced that its online employment brand CareerOne.com.au had reported a record month in traffic, making it the second most visited employment website in May 2008.

According to the latest Nielsen Market Intelligence Ranking Report, CareerOne.com.au recorded 1,271,848 unique browsers in May 2008 compared with MyCareer's 1,062,351 unique browsers over the same period. Seek retained its first place position in the category with 2,840,932 unique browsers in May 2008.

The number of monthly unique browsers for CareerOne.com.au was over 200,000 more than those of MyCareer.

"This result shows that the market continues to respond positively to CareerOne.com.au's brand relaunch in October 2007 and ongoing national marketing campaign," Dr. Stephen Hollings, chief executive officer of News Digital Careers said.

For the period January to May 2008, CareerOne.com.au averaged 1.216 million browsers per month behind Seek's 2.783 million unique browsers per month and ahead of MyCareer's 1.163 million unique browsers per month.

Dr. Hollings continued: "Taking a clear number two position in the online employment category is a great achievement and our continuing commitment to the category allows us to deliver for our customers and positions CareerOne strongly for further growth through the next half of 2008."

The latest Nielsen Market Intelligence Ranking Report also showed CareerOne as second in the category in session time, page impressions and average daily unique browsers.

CareerOne.com.au finished May 2008 at 64,204 average daily browsers, over 7,700 browsers ahead of MyCareer with 56,489 browsers.

This announcement comes at a time when CareerOne.com.au is looking to continue building its momentum and position in the employment category as one of the top two online employment sites.

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For more information, please contact:

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Source: NNR: Market intelligence Domestic Employment Category May 2007 – May 2008

About CareerOne.com.au:

CareerOne.com.au is News Digital Media's (News Limited's digital business) national digital employment brand. CareerOne.com.au successfully integrates the print and online strengths of News Limited newspapers and News Digital Media, creating a leading recruitment service with truly national reach. With more than 65,000 job listings and an unrivalled collection of career advice, articles and resources, CareerOne provides unrivalled information and support for people looking for jobs or interested in their career development. CareerOne also provides advertisers a cost effective range of flexible advertising opportunities, including job listings, display and location based advertising and sponsorship of e-newsletters and job alerts.