



Media Release

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CareerOne launches new look and enhanced features

National digital employment brand, CareerOne.com.au, today launched a new and enhanced website making it even easier for job candidates and employers to connect.

The new-look website features new and improved tools to engage and assist job hunters, including: new guided search capability and navigation, detailed company profiles to research potential employers with video and photographs. The enhanced site also boasts tailored editorial content, personalised career advice and a suite of tools for candidates to manage cover letters, resumes and job alerts.

To coincide with the launch of the enhanced site, CareerOne has also relaunched a new brand identity across its website and in more than 130 News Limited metropolitan, regional and community newspapers. The new CareerOne brand will also be rolled out progressively on newspaper websites.

The new-look for CareerOne comes as the site reports around one million unique browsers per month* and a 38% growth increase in visitors to the site over the past 12 months to September 2007. ** This increase sees CareerOne occupy the position as Australia's fastest growing employment website for that period.

Chief executive officer of News Digital Careers, Dr Stephen Hollings said, "The latest enhancement to the CareerOne site demonstrates our commitment to developing products that makes it easier for job candidates to find information and positions that are relevant to them."

"We are confident that job seekers will enjoy the new experience launched today, as we continue to deliver candidates to our clients in an applicant short market and we consistently outgrow the rest of the market."

Total exposure for CareerOne across News Limited's online and print assets is unrivalled. News Digital Media's online network reaches more than 7.5 million unique browsers a month and News Limited newspapers has a circulation of more than 10 million each week.

The new brand identity also launched today is strong, fresh and modern, and keeps with CareerOne's commitment to understanding the employment cycle and career decisions candidates face. The brand is reinforced as not only an innovative online resource for candidates searching for their next job, but as a vast network of informative and engaging content surrounding employment.

CareerOne worked in conjunction with George Patterson Y&R who designed the CareerOne logo.

**Nielsen//NetRatings Market Intelligence, Domestic Employment Category, YOY % Growth Sept 06 - Sep /07*

***Source: Nielsen//NetRatings Market Intelligence, Domestic Employment Category, Jul - Sep 2007*

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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. CareerOne.com.au has shown record growth in 2007, as the fastest growing website in the online employment category¹ with around a million people visiting CareerOne every month.² With more than 60,000 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.

1. Source: Ni Nielsen//NetRatings Market Intelligence, Domestic Employment Category, YOY % Growth Jan - Sep 2006/07

2. Source: Nielsen//NetRatings Market Intelligence, Domestic Employment Category, Jul - Sep 2007

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