



Media Release

April 24, 2007

CareerOne.com.au announces major sponsorship deal

CareerOne.com.au together with The Daily Telegraph today announced its major sponsorship of Australia's premier careers event, the Sydney 2007 EOC National Careers and Employment Expo.

CareerOne.com.au is News Digital Media's (digital division of News Limited) national online employment website.

The EOC Group develops and provides innovative employer brand solutions and communication channels to connect organisations and people.

The sponsorship deal comes as CareerOne.com.au continues as Australia's fastest growing careers website, boasting 23.4 per cent growth in unique browsers in the year to end March 2007*. The Daily Telegraph remains the highest circulating newspaper in New South Wales.

"We are very pleased to align the CareerOne.com.au brand with the EOC Group for the first time as major sponsors of the Sydney National Careers Expo," chief executive officer of News Digital Careers, Dr. Stephen Hollings said.

"Like EOC, CareerOne.com.au prides itself on connecting organisations with thousands of career minded individuals and job hunters throughout the country."

The EOC National Careers and Employment Expo is the leader in reaching school leavers, graduates, generation Y, skilled workers and the mature workforce.

Attended by over 150,000 people across the country, the expos offer employment and training opportunities to the general public by connecting organisations with thousands of career minded individuals. The Expos provide an environment which enables employers, education and training providers to communicate with potential candidates.

"The opportunity to partner with CareerOne, the only national cross-media employment network, is a great market synergy for Australia's largest national careers and employment expo, Managing Director of EOC Group Mr Cliff Stoneman said.

“It continues the EOC Group’s commitment to delivering free and the best careers and employment information for all Australians.”

CareerOne.com.au is also major supporters of careers expos in Perth, Brisbane and Adelaide, also across regional Australia in Geelong, Gold Coast and Townsville.

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* Net Ratings - Domestic Employment Category Feb 06 - Feb 07

About CareerOne.com.au

CareerOne.com.au is News Digital Media’s (digital division of News Limited) national online employment brand. CareerOne is Australia’s only national cross-media employment network, successfully integrating the print and online strengths of News Limited newspapers and News Digital Media. CareerOne provides a leading recruitment service with truly national reach and expansive choice. The website, CareerOne.com.au, lists over 60,000 jobs* and offers services such as resume builder, job alert emails, newsletters and a host career advice, articles and resources from Kate Southam, Editor of CareerOne.com.au.

*CareerOne.com.au - as at week ending 30 March 2007

About EOC Group

EOC Group has become one of the leading companies in developing and providing innovative employer brand solutions and communication channels to connect organisations and people. With the increasing emphasis on skill and candidate shortages, diminishing youth population and an ageing workforce, striving for “Employer of Choice” status is vital to the attraction and retention of skilled employees and continues to drive the future of all businesses. Companies, industry groups, educators and government departments need to communicate to students, jobseekers, graduates and skilled workers for ongoing success. EOC Group provides leading services and communication channels that deliver innovative and consultative advantages for any organisation. EOC Events, EOC Media and EOC Communications combine to develop essential messages, while providing opportunities to connect face to face, online or through traditional media.

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