

Subject:

Non-profit Association of 200 Leading U. S. Employers Launches National Labor Exchange

Corporate-sponsored JobCentral National Labor Exchange will provide employers a cost-effective transition after phase out of America's Job Bank in mid-2007.

Background:

On March 17, the U. S. Department of Labor announced that America's Job Bank (AJB) will be phased out and cease to be operational on June 30, 2007.

According to the Department of Labor's Employment and Training Administration (ETA) announcement, the decision to phase out AJB came after two years of internal review and assessment. ETA came to the conclusion that the benefits of AJB no longer outweighed the costs of operating and maintaining the AJB system. Their assessment was that the market had evolved to the point where a federally-sponsored electronic labor exchange was no longer necessary.

America's Job Bank, the only federally-funded job board on the Internet and the first Internet presence for labor exchange for each of the states, has served a very important role for both job seekers and employers since its inception in 1995. It most recently listed over two million jobs from employers in all industries and nearly 700,000 job seeker resumes which are available free of charge to employers.

AJB has played a prominent role in helping employers build their workforce and comply with state and federal regulations by serving as the nation's largest online cross-state labor exchange and distributing corporate job listings to state employment services. It has been invaluable in helping employers meet job posting requirements for Affirmative Action Plans, Office of Compliance Programs (OFCCP) and Jobs for Veterans Act compliance.

The discontinuance of America's Job Bank along with the impending labor shortage caused by baby-boomer retirements and a dwindling workforce provides a formidable challenge for all employers. Because job postings and resume searching have always been provided free of charge on AJB, many small to medium-sized employers have relied on AJB as their only Internet recruiting source.

The impact is even greater for employers when you consider the labor shortage facing our nation. The U.S. Bureau of Labor Statistics (BLS) predicts a labor shortage of more than 10 million skilled workers by 2010 which heightens employers' need to attract difficult to reach groups such as minorities, veterans, seniors and women to the workforce. This is especially true in industries such as healthcare.

According to the BLS, America's demographics are changing medical care delivery and by 2010 there will be 40.2 million American's over age 65. Employment in health care will increase 30.3%, producing 4.7 million new jobs. Nineteen percent (19%) of all job growth through 2014 will be in health care services.

America's Job Bank has been the flagship of the U.S. Department of Labor's vision for "America's Labor Market Information System" called CareerOneStop. CareerOneStop is a collection of electronic tools managed as a federal-state partnership. This powerful suite of web-based tools includes AJB, America's Career InfoNet (ACINet) and America's Service Locator (ASL) for locating state Career One Stop Centers throughout the United States. According to the Department of Labor announcement, the phase-out of AJB will have minimal impact on the rest of the CareerOneStop suite of electronic tools.

We have sent information to (and are in discussions with) the Equal Employment Advisory Council (EEAC), the Corporate Diversity and Compliance Council (CDCC), and the National Industry Liaison Group (NILG) proposing partnerships with these leading corporate-supported compliance groups.

The Solution:

A centralized National Labor Exchange owned and managed by employers. The National Labor Exchange will be free of charge to job seekers and easily affordable for all employers. No job seeker or employer will be excluded because of financial constraints. It will help employers satisfy their compliance requirements and, through new search technology, provide a single place on the Internet where job seekers can find employment opportunities in all industries.

Press Release:

Non-profit Association of 200 Leading U. S. Employers Launches National Labor Exchange

Corporate-sponsored JobCentral National Labor Exchange will provide employers a cost-effective transition after phase out of America's Job Bank in mid-2007.

Indianapolis, IN – Tuesday September 19, 2006 – Today, a non-profit association of over 200 leading U. S. corporations announced the launch of JobCentral National Labor Exchange to provide job seekers, employers and states a corporate-sponsored, cost-effective transition from federally-funded America's Job Bank (AJB) when it is phased out in June 2007 as announced earlier this year by the U. S. Department of Labor. Today's announcement was made by David Williams, Manager of Professional Recruiting Services at Xerox Corporation and a DirectEmployers Association Director.

JobCentral National Labor Exchange (www.jobcentral.com), a service of DirectEmployers Association, allows job seekers to search jobs with one search across thousands of corporate web sites, Google, networking site Jobster, and leading Internet employment search engines such as Indeed.com and SimplyHired.com. Over five million (5,000,000) jobs are available to job seekers from corporate web sites, newspapers, trade associations, and other Internet sources in all 50 states plus the District of Columbia, 230 major metropolitan areas, and all U.S. cities and postal zip code areas. The service is available free-of-charge to job seekers.

Employer services including job posting, resume searching and job distribution to leading Internet search engines such as Google, Indeed.com, and SimplyHired.com plus Jobster.com and over 1000 other Internet sites including diversity, military, alumni, and state sites are available to all employers regardless of size in all industries for a nominal fee.

Working in strict compliance with U. S. Department of Labor guidelines and regulations, the new JobCentral site will play a major role in helping companies build their workforce and comply with

state and federal regulations such as Affirmative Action Program objectives, Office of Federal Contract Compliance (OFCCP) obligations and Veterans hiring goals when America's Job Bank is discontinued.

According to Williams, "JobCentral will continue to fully support America's Job Bank by posting all of its member-company job listings to the site as long as it is available to employers and to the public. When AJB is phased out, the JobCentral National Labor Exchange site will play a leading role in helping companies meet their staffing requirements and individual affirmative action goals while, as a group, better manage our nation's workforce."

JobCentral will also help companies meet their general staffing needs at the time of an impending national labor shortage which has heightened the need for employers to attract minorities, veterans, seniors, physically challenged, students and women to the workforce. It will allow companies to work directly with government officials at all levels in responding to national emergency recruiting needs such as those experienced as a result of the Katrina disaster.

JobCentral National Labor Exchange will offer extensive benefits free-of-charge to state workforce centers. Career OneStop Centers, counselors and other individuals who have Workforce Development responsibilities in each state will have access to jobs in their respective city, state, or region. Jobs will be available through state or federal government-approved job distribution sites, a link to the JobCentral site, or by providing the job search technology on the state's employment center web site.

Jobs will also be available at no cost to each state via an Application Programming Interface (API), links from state web sites or via File Transfer Protocol (FTP). JobCentral automatically places O*Net Classification Codes on all member-company jobs as is currently required by state workforce classification systems.

JobCentral has also partnered with The National Association of Colleges and Employers (NACE) and Symplicity Corporation to develop NACElink Network (<http://www2.nacelink.com/>) for college recruiting. Through the JobCentral site, jobs can be posted to the NACElink Network for students and alumni at a growing list of 575 colleges and universities nationwide including large research institutions, small and medium private schools as well as a range of community colleges.

Brian E. Jensen, Vice President Talent Acquisition for The McGraw-Hill Companies states, "The discontinuance of America's Job Bank along with the projected labor shortage caused by baby-boomer retirements and a dwindling workforce provides a formidable challenge for all employers. JobCentral's National Labor Exchange provides an opportunity for companies to meet their compliance and staffing requirements in an environment which is owned, managed and controlled by employers."

JobCentral National Labor Exchange has been developed and is managed by the most experienced staff in the online recruiting industry. The Association's Executive Director is Bill Warren, a former corporate human resource executive with Rockwell International and former president of Monster.com, who is widely recognized as the founder of online recruiting. Warren is a recipient of Employment Management Association's (EMA) prestigious *Pericles Pro Meritus Award*, an honor presented by EMA in recognition of being the founder of online recruiting on the Internet.

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About DirectEmployers Association and JobCentral National Labor Exchange

DirectEmployers Association's purpose is to share best practices, create new industry standards, provide research, and develop and manage systems and software for employers to increase

efficiency and reduce recruiting costs. JobCentral National Labor Exchange is a service of the Association. Its member companies include an impressive group of industry leaders such as Abbott Laboratories, Analysts International, Allstate, ALLTEL Corporation, Anheuser-Busch, Ashland, Avaya, Bausch & Lomb, Baxter, Bell South, Capgemini, Cargill, Cingular Wireless, Cisco, Coca-Cola, General Electric, General Dynamics, H&R Block, IBM, Kindred Healthcare, Lockheed Martin, Mellon Financial Corporation, Merck, Harris Corporation, Home Depot, Honeywell, Hewlett-Packard, Johnson & Johnson, Mayo Clinic, National City Corporation, Northrup Grumman, Procter & Gamble, Progressive Insurance, Raytheon, Southern Company, Sprint, Textron, The McGraw-Hill Companies, Union Pacific, Volt Information Sciences, Wolters Kluwer North America, and Xerox Corporation.

End of Press Release.....

Job Seeker Benefits:

The National Labor Exchange will:

- provide a single place on the Internet for job seekers to search across hundreds of corporate employment web sites and over five million (5,000,000) jobs from newspapers, trade associations, and other Internet sources in all 50 states plus the District of Columbia, 230 major metropolitan areas, and every U.S. city and postal zip code area.
- provide a single place on the Internet where minorities and veterans can search all jobs from participating companies.
- provide a place on the Internet where job seekers can respond directly to employers without going through third-party web sites.
- provide a resume database available free of charge to all job seekers.
- provide job search agents to notify them when new opportunities are entered into the system.
- provide news and career-related opportunities and information directly from employers.
- provide job seekers with up-to-date career tools to manage their careers online.

Employer Benefits:

The National Labor Exchange will:

- provide a web clearinghouse, a single point for employers to post all of their jobs.
- automatically identify appropriate delivery points for jobs and distribute them accordingly.
- automatically O*Net auto-code all jobs to meet State and Federal government requirements.
- centralize employers' job entry regardless of geographic distribution.
- eliminate administrative burden for Federal Contractors.
- facilitate giving veterans priority in referral to employment opportunities.
- provide a national resume database which is economically priced and available to all employers.
- provide outplacement services for displaced employees.
- help employers meet Affirmative Action, OFCCP and Veterans Employment Act requirements.
- be made available free-of-charge to states which elect to use the system as their in-state employment site.
- be made available free-of-charge for economic development purposes to states which elect to use the system.
- provide a place on the Internet where all employers regardless of size can place their employment opportunities.

- serve as a recruiting resource for employers to alleviate the effects of the impending national labor shortage.
- provide employers with a low-cost online system for posting jobs to college career centers, students and alumni nationwide.
- help reduce unemployment and unemployment compensation payments by making employment opportunities easily accessible and more readily available to unemployed, under-employed, and displaced workers.

Associated Costs:

\$12,500 per year per company for a corporate membership.

A corporate membership entitles a company to receive all services provided by DirectEmployers Association and JobCentral at no additional cost. This includes indexing (spidering) all jobs from their website at least once a day and providing access to the resume database for all of their recruiters, the opportunity to share best practices, create new industry standards, provide research, and develop systems and software for employers to increase efficiency and reduce Internet recruiting costs.

Companies which do not elect to become DirectEmployers Association members can post jobs to the JobCentral National Labor Exchange for \$25 per job for 30 days. These companies can also have access to the resume database for \$25 per month per account requested.

The JobCentral National Labor Exchange is available free-of-charge to job seekers. It will also be made available free-of-charge to any state electing to use JobCentral as their in-state employment system.

This assures that no employer and no job seeker is denied access to the National Labor exchange because of financial considerations.

Note: Existing commercial job boards charge employers as much as \$395 per ad to post jobs. One of the large job boards recently quoted the cost of \$38,000 for a company to post a single job to all cities in the U. S. for 30 days. On JobCentral, that same job would be posted at no additional cost for DirectEmployers Association member companies and would cost a non-member company only \$25.

About DirectEmployers/JobCentral:

DirectEmployers Association is a nonprofit association of over 200 leading U. S. employers. In accordance with its corporate by-laws, the business and affairs of DirectEmployers Association are managed by a board of directors consisting of member company representatives. The Association's purpose is to share best practices, create new industry standards, provide research, and develop and manage systems and software for employers to increase efficiency and reduce Internet recruiting costs.

JobCentral's member companies include an impressive group of industry leaders such as Abbott Laboratories, Accenture, Analysts International, Allstate, ALLTEL Corporation, Anheuser-Busch, Ashland, Avaya, Bausch & Lomb, Baxter, Bell South, Capgemini, Cargill, Cingular Wireless, Cisco, Coca-Cola, General Electric, General Dynamics, H&R Block, IBM, Kindred Healthcare, Lockheed Martin, Mellon Financial Corporation, Merck, Harris Corporation, Home Depot, Honeywell, Hewlett-Packard, Johnson & Johnson, Mayo Clinic, National City Corporation, Northrup Grumman, Procter & Gamble, Progressive Insurance, Raytheon, Southern Company, Sprint, Textron, Union Pacific, Volt Information Sciences, and Xerox Corporation and hundreds more.

Launched in April 2005, JobCentral Employment Network (www.jobcentral.com) is a service of DirectEmployers Association. An advanced network of 50 individual state sites, the Internet-based site is powered by DirectEmployers' Employment Search Engine and has jobs listed in over 6,200 cities and 200+ major metropolitan areas across the United States plus over 1,000 affiliate sites including major search engines.

The site uses advanced search technology to index ("spider") jobs from corporate web sites. When job seekers click on a job title on the search results page they are linked directly to the job on the company's web site. JobCentral jobs are accessed by over four million users worldwide each month. The JobCentral search technology includes both radius and zip code (spatial) searching capability. It is provided as a public service by leading U.S. employers.

DirectEmployers Association has partnered with The National Association of Colleges and Employers (NACE) and an initial collaborating group of college and university career centers nationwide to develop the NACElink Network for college recruiting. The strength of DirectEmployers Association in developing and maintaining Internet-based technology tools complements NACE's 50-year history as the national source for information about the career development and recruitment of college graduates. Job Postings to the NACElink Network will be available through the JobCentral National Labor Exchange site.

NACElink Network is currently being used by 560 schools including colleges, community colleges, universities and trade schools nationwide. Major schools linked to the Network include UCLA, Cal Berkeley, Florida, Florida State, Penn State, Purdue, Indiana University, Notre Dame, University of Pennsylvania, NYU, Stanford, RPI, and hundreds of others including community colleges.

DirectEmployers Association Management:

The JobCentral National Labor Exchange, a service of DirectEmployers Association, has been developed and is managed by the most experienced staff in the online recruiting industry.

The daily business and affairs of DirectEmployers Association, a non-profit consortium of over 200 leading U.S. employers, are managed by an Executive Director and operations staff under the direction of the President and Board-of-Directors which consists of seventeen representatives from member companies.

The Executive Director is Bill Warren, a former corporate human resource executive and former President of Monster.com, who is widely recognized as the founder of online recruiting. In August, 1992, Warren founded Online Career Center (OCC), the first employment site on the Internet. He remained president of OCC after it was sold to TMP Worldwide (now Monster Worldwide) in December 1995. OCC was renamed Monster.com and he was named president of the expanded organization when The Monster Board was discontinued in December 1998. Warren was awarded the 1997 Employment Management Association's prestigious *Pericles Pro Meritus Award*, an honor presented by EMA in recognition of being the founder of online recruiting on the Internet.

Ray Schreyer, IBM Corporation, is President of DirectEmployers Association.

Eric Muller, Southern Company, is President-elect.

DirectEmployers Association's Board of Directors are:

Rod Brylawski
National Recruiting Mgr
Analysts International

Keri Keathley
Mgr HR Tools & Processes
ALLTEL

Rich Skelnick
Dir of Talent Acquisition
General Dynamics

Robert Cantu
Exec Dir of Global Diversity
USAA

Eric Muller
Team Ldr for Professional Recruiting
Southern Company

Sara Wasson
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Paul Fusco
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Steve Paek
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Paul White
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