

search  
every  
job  
on the  
planet

## **Simply Hired Creates Enhanced “Job Search 2.0” Experience**

*Comprehensive System to Search, Sort and Select Jobs Takes Job Search to New Level*

Huntington Beach, CA, DEMOfall 2005 Conference - Monday, September 19, 2005 – Simply Hired ([www.SimplyHired.com](http://www.SimplyHired.com)), the world’s largest search engine for jobs, today launched “Job Search 2.0”, a suite of candidate-focused tools and vertical search applications to deliver a significantly enhanced and integrated job search experience. SimplyHired.com moved past its beta phase with this new offering.

### **Job Search 2.0 – Helping Candidates Find Their Dream Job**

“Choosing a job is one of the most important decisions people face repeatedly throughout their lives,” said Gautam Godhwani, co-founder and CEO of Simply Hired. “Our mission is to help people find their dream job in the simplest, most effective way possible.”

SimplyHired.com helps candidates search, sort and select jobs, utilizing the latest cutting-edge technologies, including an advanced Ajax-based user interface, proprietary technology for crawling the “Deep Web”, and unique “mashups” with other popular web services.

### **SEARCH All the Jobs, From All the Sources**

With job listings spread across 5,000 job boards, thousands of newspapers and company websites, candidates typically access only a small percentage of job listings through a manual job search process. Using deep web crawling technology, Simply Hired aggregates over 4 million jobs from thousands of sources into one searchable index. Candidates can visit SimplyHired.com in lieu of manually searching multiple job sites.

### **SORT and Track Jobs with Filters, Ratings, Ranked Lists**

A comprehensive search of jobs from the Simply Hired database is coupled with a sorting and tracking capability to create a short list of jobs. Simply Hired utilizes “deep-filtering” and metadata integration to provide extensive drill-down capabilities to candidates once they’ve conducted their initial search.

Filtering capabilities for job listings include:

- Job Type (i.e. part-time, full-time, volunteer, contract, internship)
- Education or Experience Level
- Company Size (employees or revenues)
- Ranked Lists (Fortune 500, Working Mother 100, Forbes 100, Minority, others)

Users can save jobs as well as rate them using a Netflix-style rating system. The system then displays all jobs that have been rated or viewed, and a ‘Suggestions’ feature proactively makes recommendations for jobs matching the user’s interests. Saved jobs can be accessed in a ‘My Jobs’ areas, and job searches can be saved as email alerts or RSS feeds, enabling users to track their searches continuously and receive fresh jobs as soon as they appear in the system.

### **SELECT and Apply for Jobs with Research and Referral Tools**

With a short list of jobs, Simply Hired helps users evaluate opportunities around key areas including salary data, company characteristics, and other attributes utilizing popular mashups such as:

- **'Who Do I Know?'** – Recognizing that half of all hiring is done via referrals, Simply Hired has worked with LinkedIn to provide a one-click method for job seekers to discover who they know at any of the hiring companies.
- **'Research Salary'** – With one click, users can see geography-based salary ranges for job listings and related occupations. Salary data comes via PayScale.com.
- **'Company Research'** – Adjacent to each company, a comprehensive company profile is available with company details, financials and description.
- **'Map Jobs'** – Users can select a group of jobs, map them on Google Maps along with their home address and measure their commute times.
- **'Apply Now'** – Once a candidate has decided that a job is of interest, an Apply Now feature directly takes them to the application process.

"Simply Hired is committed to addressing each step of the job search process and will continue to provide more and more integrated solutions to improve the job search experience," said Godhwani.

### **About Demofall 2005**

DEMOfall 2005 is currently taking place at the Hyatt Huntington Beach in California, September 19-21, 2005. The annual DEMO conferences focus on emerging technologies and new products, which are hand-selected from across the spectrum of the technology marketplace. The DEMO conferences have earned their reputation for consistently identifying tomorrow's cutting-edge technologies, and have served as launch pad events for companies such as Palm, E\*Trade, Handspring and U.S. Robotics, helping them secure venture funding, establish critical business relationships and influence early adopters. Each DEMO conference features approximately 70 new companies, products and technologies. For more information on the DEMO conferences, visit [www.demo.com](http://www.demo.com).

### **About Simply Hired, Inc.**

Simply Hired ([www.SimplyHired.com](http://www.SimplyHired.com)) operates the world's largest search engine for jobs, indexing over 4 million jobs from thousands of job boards, newspapers, classified listings and company websites. Its mission is to help people find their next job in the simplest, most effective way possible. Simply Hired has raised over \$4M in funding to date, and is a privately held company headquartered in Mountain View, California. The company also operates the popular site Simply Fired ([www.SimplyFired.com](http://www.SimplyFired.com)).

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