

**FOR IMMEDIATE RELEASE**



**Arbita and Affinity Circles Partner to Deliver Online Recruiting Service That Taps Trusted Social Networks to Reach Top Talent**

*Academic and Professional Social Networks Provide Arbita's Corporate Clients Inside Access to Highly-Qualified Audience of Job Seekers and Passive Candidates*

**Minneapolis, MN and Mountain View, CA - June 11, 2007** – Arbita, the leading provider of global job advertising distribution solutions, and Affinity Circles, the leading trusted social networking platform for membership organizations, are pleased to announce a new job posting and media solutions relationship. As Arbita continues to expand its global network offerings, employer access is now available to Affinity Circles' growing network of leading academic and professional communities.

"We're confident that Affinity Circles is onto something that has enormous potential for corporate recruitment and selection," said Don Ramer, CEO & Founder of Arbita. "The evolution of trusted social networks is an important step forward in harnessing the web's capacity to connect people with one another. We're delighted to contribute to the success of Affinity Circles by making their pioneering media solutions and employment advertising products available to our growing community of recruiters."

Today, 65% of business professionals use professional and personal social networking Web sites, according to an online social networking survey released 5/30/2007 by the Institute for Corporate Productivity ([www.i4cp.com](http://www.i4cp.com)). This means that the best candidates are increasingly able to learn about career opportunities without ever visiting a job board. The Arbita and Affinity Circles partnership enables employers to harness this trend, and creates new ways for employers to engage the best candidates in the earliest stages of their search process.

"Social networks represent a powerful new medium for global recruiting," said Steve Loughlin, president and chief executive officer at Affinity Circles. "We are proud to partner with Arbita, an innovator in online recruiting solutions, to reach leading employers who are interested in leveraging our exclusive network of academic and professional communities to recruit top talent."

(more)

**About Affinity Circles**

Affinity Circles is the leading provider of trusted social networks for affinity-based organizations. Today more than 100 organizations, including alumni and student groups, fraternities and professional associations, have selected the company's hosted social networking platform to enable their members to build and maintain personal and professional connections in dynamic, trusted online communities. For more information, visit [www.affinitycircles.com](http://www.affinitycircles.com).

**About Arbita**

Our mission is to deliver the business and systems environments required for the free and efficient flow of opportunity and talent beyond borders. Arbita manages over 100,000 job postings per day for its corporate clients. The media participants in the ecosystem include destinations in North America, Latin America, Europe, Africa, Asia, Australia, New Zealand, and the Middle East.

Since 1993 Arbita has pioneered Internet job advertising distribution while providing strategic guidance to its clients on web recruitment media selection. Based in Minneapolis, USA and located at [www.Arbita.net](http://www.Arbita.net), Arbita provides world class Internet recruiting solutions to hundreds of customers including General Dynamics, eBay, Pfizer, and Cox Communications. Arbita's OnePost system is used in the US by many government contractors to meet OFCCP and EEOC posting and reporting requirements. Arbita's corporate affiliations include the HR-XML Consortium and the International Association for Human Resource Information Management.

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