

FOR IMMEDIATE RELEASE



Affinity Circles Launches inCircle Employer Profiles, a Social Media Recruiting Tool Targeting Alumni and Professional Social Networks

Companies Leverage Employer Profiles to Drive Quality Applications, Leverage Employee Referrals and Gain the Inside Track on Highly-Qualified Candidates

Mountain View, Calif. – June 25, 2007 -- Affinity Circles, Inc., the leading provider of trusted social networks for affinity-based organizations, today announced the launch of inCircle Employer Profiles, an interactive profile that allows employers to target job listings to more than 100 leading academic and professional social networks, representing more than 12 million degreed professionals. Unlike traditional job boards, inCircle Employer Profiles leverage social media to engage candidates in a “virtual career fair,” building community around a company’s brand, and encouraging trusted employee referrals.

Each inCircle Employer Profile features an unlimited number of job listings, employment branding, profiles of employees and networking tools to access the knowledge, opinions and experience of the community. As a result, job seekers can learn about the company, connect with employees for added insight and referrals, and refer jobs to other passive candidates within their personal network.

Affinity Circles builds and hosts private-label social networks for organizations interested in connecting their large, diverse and well-educated member base. To join one of its private online communities, an alumnus, professional or student must first be verified as an organization member. More than 95% of community members have at least an undergraduate degree, and two thirds of them have more than five years of work experience.

“Our new inCircle Employer Profiles are the first and only social media recruiting tool to provide companies with access to a highly-qualified audience of job seekers and passive candidates in a private social network,” said Steve Loughlin, president and chief executive officer of Affinity Circles. “Companies recognize that the best way to find the best candidates is through word-of-mouth, professional networking and employee referrals, and we support all three. Rather than sorting through a sea of random applications, and wasting time in the process, employers engage the community to drive high quality applications, and leverage their employee’s relationships to recruit qualified candidates.”

(more)

Enabling A New Kind of Job Search

Since the launch of inCircle jobs in 2006, Affinity Circles has helped thousands of community members leverage their social networks as an essential career resource. Affinity Circles makes relevant job opportunities easy to find through both traditional search features that identify opportunities by profession, industry or location, and innovative social search features that help candidates find opportunities represented by individuals in their personal networks. Candidates can apply to positions directly from the Affinity Circles platform, or forward a job opportunity to passive candidates within their personal network.

Now with inCircle Employer Profiles, candidates can access branded employer profiles to view a complete list of job opportunities, view community ratings and participate in a Q&A discussion on career-related issues. They can also find a dynamic list of individuals who have worked for the hiring company, complete with a social map to indicate how they know that person, so they can contact them directly for insight, guidance or a referral. This new type of job search engages passive candidates who never visit job boards.

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.

#

Media Contact:

Carleen LeVasseur
Affinity Circles Public Relations
(408) 264-6767
carleen@affinitycircles.com