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**“Winning the War for Talent” White Paper
Now Available Free from Affinity Circles**

***Affinity Circles Report Examines Recruiting Trends and the New Technologies
Helping Employers More Effectively Compete in Today’s Labor Market***

Mountain View, Calif. – March 24, 2008 -- To remain competitive in today’s competitive labor market, companies are investing in new sourcing tools and techniques to recruit qualified professionals. Many have found that traditional recruitment methods simply take too long, cost too much and produce too few qualified candidates.

Those are the findings of a new report published by Affinity Circles entitled, “Winning the War for Talent.” Researchers gathered findings from 30 separate works, including articles, surveys, reports, and studies, for an extensive examination of recruiting trends.

Affinity Circles offers recruiting solutions that allow companies to connect with candidates through the exclusive social networks of more than 140 top tier academic and professional organizations. By engaging qualified passive candidates in a trusted, exclusive environment, employers can shorten the hiring cycle while increasing their candidate yield.

To download a free copy of “Winning the War for Talent,” visit <http://affinitycircles.com/news/downloads.html>.

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