



## **Gannett newspapers signs WANTED Technologies as intelligence provider**

January 17, 2006 – WANTED Technologies (TSX: WAN) announces today that it has been selected by the Gannett Supply Corporation (Gannett Co. Inc.) to be a provider of recruitment sales intelligence for its affiliate papers throughout the United States.

The agreement enables selected Gannett media organizations to implement WANTED Analytics into their classified advertising sales process. Analytics will be integrated into Gannett's own customer relationship management (CRM) system to profile the recruitment activity of existing customers and prospects.

"It is important for us to remain competitive in a market of rapid growth and development," says Mike Kment, Director of Classified Advertising at Gannett corporate. "We believe the Analytics tool will help us retain that competitive edge over other recruitment advertising vehicles and initiate a proactive approach to customer acquisition."

WANTED's newest sales intelligence tool, Analytics, provides a real-time snapshot view of recruitment ad activity for any company in North America. Integrated into a CRM application, it makes prospecting, up-selling and competitive strategy quick and easy. To further complement the program, select Gannett newspapers will receive WANTED's customized Lead generation tool for identifying high-value prospects.

"We're excited to add Gannett to our client roster of newspapers, new media and staffing firms," says David Tanguay, President and CEO of WANTED Technologies. "We have developed a dynamic sales, support and marketing team, and are well-equipped to service a market-leader like Gannett."

An initial implementation program for Analytics has been launched with a first round of 20 Gannett newspapers. An incremental roll-out with additional affiliates is planned. This agreement should have a significant impact on WANTED's newspaper client base in the U.S. which amounted, before the agreement, to approximately 80 newspapers.

### **About Gannett**

Gannett Co., Inc. is a leading international news and information company that reaches audiences through publishing, television and the Internet. Gannett is the largest newspaper group in the U.S. where it publishes 99 daily newspapers including USA TODAY, the nation's largest-selling daily newspaper. Gannett's combined average daily U.S. circulation is 7.6 million. Gannett also owns more than 1,000 non-daily publications in the US and USA WEEKEND, a weekly newspaper magazine with a circulation of 22.7 million.

### **About WANTED Technologies**

Since 1997, WANTED Technologies has been a leading provider of real-time sales and business intelligence for the Staffing, Recruitment and Media classified industries. Using its proprietary data mining, lead generation and CRM-integrated technologies, WANTED aggregates data from thousands of online job boards, newspapers and corporate Web sites.

This data is used by major media organizations, staffing and recruiting firms, advertising agencies and corporate HR professionals for sales acquisition and competitive strategy. As well, WANTED is the exclusive data provider for The Conference Board's (US) Help-Wanted Online Data Series™, a monthly economic indicator of employment availability.

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