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### **WANTED Technologies unveils an intelligent approach to recruitment advertising sales**

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WANTED Technologies Corp. (TSX-V: WAN). New Media Intelligence provider, WANTED Technologies (TSX-V: WAN), releases a bundled suite of sales tools for recruitment advertising to be showcased this month at a Newspaper Association of America conference in Orlando, Florida.

The three-tiered WANTED System elevates the sales cycle to a new level of sophistication and helps traditional news media remain competitive with free classified ad sites. With qualified lead generation, regional market data and real-time advertising activity, WANTED arms sales teams with a plethora of door-crasher selling strategies to make HR professionals sit up and take notice.

"The nation's most progressive newspapers have realized that growth in the recruitment category, both print and online, depends on the strength of each sales call," says Steven McNair, WANTED's VP Sales & Marketing. "Using our New Media Intelligence, managers and salespeople obtain real-time access to their client's and prospects' online advertising activity. This enables continuous efforts for sustaining and increasing revenue."

Since the debut of their advertiser monitoring tool, Analytics, major media organizations across the country have bought into WANTED's strategy. Several affiliate newspapers of Gannett Supply Co., Cox News, Tribune and Knight Ridder have implemented the Web-based sales tools across the country.

WANTED's technology has been collecting job posting content from thousands of web sites daily for the past seven years and currently delivers market data to over 120 classified ad departments and online media portals. The Company's capacity to aggregate, sort and categorize content from varied online sources makes it possible to look at the job market on a macro level and gauge trends in recruitment advertising.

WANTED Technologies is also the exclusive data provider for The Conference Board's Help-Wanted Online Data Series(TM), a monthly indicator of job availability throughout the US.

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