

TRADE ME ENTERS JOBS MARKET

SYDNEY, August 8, 2006 – Trade Me has this morning announced the launch of Trade Me Jobs on New Zealand's most visited website. The Trade Me media release is attached.

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Media Release

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Trade Me Enters Jobs Market

Trade Me, New Zealand's largest internet business, today launches Trade Me Jobs. Trade Me Jobs gives employers and recruiters the ability to list their jobs on New Zealand's most visited website.

"Our plan was simple – create an easy to use site, meeting the needs of the Kiwi market and integrate it with the proven Trade Me platform," said Trade Me general manager, Sam Morgan.

"Traffic is the first and last word in online classifieds and we're able to offer the most traffic in the country, with over 2.6 million unique NZ visitors to Trade Me in July¹."

"Importantly, we can connect employers and recruiters with people who aren't actively looking. In a labour market where unemployment is at near record lows, this is a big plus."

"We also think people have been paying too much for online job advertising so we're keen to give the market a shake-up."

Casual one-off advertisers will pay \$49 for 30 days – a third of the cost of the current leading recruitment site - while package deals start at \$25 per job. There is no charge for jobseekers.

"We expect to grow the online job market. Our casual pricing now makes online advertising affordable for smaller businesses. And we know that they'll have success because of the Trade Me audience, from Kaitia to the Catlins, economists to electricians."

Trade Me Jobs launches today at 9am (NZ time). It has supply agreements in place with over 40 of the country's leading recruitment firms. Employers can also list on Trade Me Jobs directly.

Trade Me Jobs has steep growth targets following the precedent set by the launch of Trade Me Property 12 months ago. In its first 12 months Trade Me Property has grown from 1,000 to 25,000 listings and is now consistently the most visited real estate website in New Zealand.

The launch of Trade Me Jobs was foreshadowed in February when Fairfax announced its acquisition of Trade Me.

Ends.

More Info: Sam Morgan, Trade Me – Tel: (04) 495 3610

Source: Nielsen//Netratings July 2006 Top Site Statistics