

Global Reach and Dice Collaborate for International Award

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The Web Marketing Association recently announced the winners for the 2007 WebAwards with Global Reach and Dice and its subsidiary Targeted Job Fairs, receiving the Outstanding Web Site WebAward for their creation of the web site targetedjobfairs.com. The International WebAward Competition annually recognizes the best web sites across 96 industries and is setting the standards for all web site development.

“It’s an honor to have received this award,” said Steve Loring director of marketing for Targeted Job Fairs. “It’s great to receive acknowledgement that we are a leader in the industry.”

Targeted Job Fairs is one of the largest providers of onsite career fairs in America. Their web site allows for people to search for specific job fairs and pre-register for the event.

When commenting about the web site WebAward’s panel of judges said it was a, “Great site, very clean and easy to use.”

The web site features an interactive map that allows site visitors to see a list of upcoming fairs. The user is able to click on their region, see what job fairs will be near them, and see what industries will be represented at each fair.

“We’re excited to have worked with Dice on this project,” said Iacovos Zachariades, president of Global Reach. “We are proud to say we can compete internationally with the best.”

The WebAwards are judged by a panel of judges from around the world. Judges include members of the media, advertising executives, top web site designers, content providers and webmasters.

This year marked the 11th annual WebAward with more than 2,400 sites entered from 40 different countries. Each site was judged on seven different criteria. The different criteria they judged on were: design, innovation, content, technology, interactivity, copywriting and ease of use.

About Global Reach: Global Reach, founded in 1995, provides a variety of services including advanced web application development and web site design, graphic design, web consulting, search engine optimization and marketing, and network maintenance and support services to more than 500 clients. The firm serves clients across a broad range of industries including government, education, professional services, real estate, healthcare, associations, manufacturing, financial services and insurance. Global Reach develops customized solutions and also provides pre-packaged web site solutions. The company,

headquartered in Ames, has two Iowa offices in Ames and Des Moines, and two international offices in Cyprus and South Korea.

About Targeted Job Fairs: Targeted Job Fairs, a Dice Holdings company, is the premier producer of career fairs catering to technology, engineering and security-cleared professionals in the United States. With more than 90 events held every year, they target the top national markets to help match businesses and recruiters with the best candidates. As a leading career fair company for 27 years, Targeted Job Fairs is a one-stop, full-service solution for planning, coordinating, promoting and implementing successful career fairs. Targeted Job Fairs is the sole producer of Dice Career Fairs.