

**MSN UK TO HOST THE UK'S FIRST ONLINE
GRADUATE RECRUITMENT FAIR**

Major brands back new recruitment initiative

MSN.co.uk, the UK's number one website, today announces a new deal with leading recruitment website totaljobs.com, to host the UK's first online recruitment fair for graduates. The fair launches on 20th April and will run for six weeks,

Graduate jobseekers will have access to all the latest jobs from leading employers and can apply directly online. Graduates will enjoy this new time-saving format, as the fair neatly coincides with degree completion dates and ongoing job applications.

Graduate recruiters are also set to benefit, as they will have access to thousands of online graduates in their preferred environment. Applications from graduate jobseekers can then be processed online without spending the usual significant budget or time considerations required when attending a traditional recruitment event.

Graduates will be directed to the fair via MSN Messenger, which will have a GradU8 Jobs Fair tab and new Messenger page to promote the fair. Promotions will also run across the MSN Network, including on MSN Mobile, MSN Hotmail, MSN Spaces and the MSN Homepage. Totaljobs.com will also promote the fair at universities across the UK.

Sectors being recruited for are Finance, IT/New Media, Marketing & Sales, Retail/Fashion, Sales & Recruitment - as well as a wide range of other jobs running across different sectors. A number of blue chip companies are already signed up to exhibit including Zurich, CapGemini, Royal Mail, Harrod's, Holmes Place, Lloyds Register and American Express.

Katy Adelson, Digital Marketing Manager at MSN UK, said: "The GradU8 Jobs Fair shows how online can adopt a traditional idea – the graduate recruitment fair – and improve it to make it more convenient, more effective and more financially viable. Taking the traditional fair online has obvious benefits for graduates and recruiters alike and we expect to see this adopted on a wide scale in the coming years."

Totaljobs.com has been the exclusive jobs partner for MSN UK since 2003, powering the MSN Jobs Channel at www.msn.co.uk/jobs. It has an existing promotion on MSN Messenger where jobseekers can search its jobs database directly whilst using MSN Messenger, without needing to log on directly to the totaljobs.com website. Users simply click on the 'jobs' tab on the MSN Messenger homepage, which takes them directly to the totaljobs.com 'quick search form'. This tab will be replaced by the GradU8 Jobs Fair tab for the duration of the fair.

Sophie Relf, Head of Marketing at totaljobs.com said: "We've chosen MSN as our exclusive online partner for this fair as it offers us the technology and audience to make the fair a real success. MSN is immensely popular amongst the graduate community and we have seen real take-up since our partnership began."

About MSN.co.uk

MSN is a division of the Microsoft Corporation

MSN is the UK's largest portal attracting over 17.1 million visitors per month in the UK (Nielsen//NetRatings February 2006) and more than 440 million unique users worldwide (MSN Internal Data). Owned by Microsoft, MSN is available in 42 markets and 21 languages.

MSN offers a wide range of Subscription products including Hotmail Plus and MSN Premium with state of the art parental controls, spam filtering software and photo editing tools.

MSN provides a number of world class innovative communication and information services including:

- MSN Hotmail, the UK's most popular free web-based e-mail service with over 8.8 million users in the UK (Nielsen//NetRatings February 2006) and over 215 million active accounts worldwide (MSN Internal Data)
- MSN Messenger, the UK's number one instant messaging service on the internet with 10.3 million monthly users (Nielsen//NetRatings February 2006) and over 185 million active users worldwide (MSN Internal data)
- MSN Search, one of the UK's top search sites with 5.7 million users. (Nielsen//NetRatings February 2006). MSN Search is available in 33 markets worldwide and 13 languages. MSN Toolbar is available in 47 markets with 53 million installed worldwide.

About totaljobs.com (www.totaljobs.com)

Totaljobs.com is part of Totaljobs Group Ltd which owns the premium brands in online recruitment: Caterer.com, Catererglobal.com, CWJobs.co.uk, Retailchoice.com, Salestarget.co.uk and Totaljobs.nl.

The site caters for large multinationals to small regionally based businesses, recruitment consultants and recruitment advertising agencies. Over 2,900 employers place more than 90,000 vacancies at any one time on the site. Its jobseekers come from all areas of the UK, and across all industries and job functions. Two million jobseekers use the site each month and generate an application every 3 seconds.

Totaljobs.com has an inclusive approach to recruitment and encourages every employer to recruit using selection processes that do not discriminate.

Totaljobs Group Ltd, between its sites, carries over 185,000 vacancies at any one time, and generates over 1.4 million applications every month.