



SmartRecruiters, CollegeRecruiter.com Partner To Improve Job Posting Reach for SMBs

Partnership allows SmartRecruiters' clients to find and hire college students and recent graduates more efficiently

SAN FRANCISCO, CA – Feb 16, 2010 – SmartRecruiters, the free and easy [recruitment software](#) from MrTed Ltd., today announced a new partnership with CollegeRecruiter.com, the leading job board for college students searching for [internships](#) and recent graduates hunting for [entry-level jobs](#) and other career opportunities. This partnership will further increase job board reach for users of the revolutionary SmartRecruiters solution.

"When we developed SmartRecruiters, our goal was to level the playing field and make it easier for small and mid-sized businesses to compete for the best talent against the largest companies. Our partnership with CollegeRecruiter.com is yet another [effective sourcing](#) option for SmartRecruiters' clients," said Jerome Ternynck, Chief Executive Officer of MrTed. "We're excited about working with CollegeRecruiter.com as many of our clients want to more efficiently hire college students and recent graduates and CollegeRecruiter.com is the recognized leader in that very appealing niche."

CollegeRecruiter.com went live in 1996 and features well over 100,000 internship and entry-level job posting ads as well as tens of thousands of employment-related articles, blogs, videos, podcasts, and Ask the Experts questions and answers. In addition, CollegeRecruiter.com can deliver a targeted email or cell phone text messaging campaign on behalf of its employer clients to any segment of the 10 million students and recent graduates in its database. These candidates can be targeted by any combination of fields such as school, geography, GPA, diversity, experience, major, date of graduation, and more.

"Our partnership with MrTed is a very welcome addition to the tools that we offer to our clients," said Steven Rothberg, Chief Executive Officer of CollegeRecruiter.com. "Virtually all of the federal and state agencies and other large organizations which use CollegeRecruiter.com have expensive applicant tracking systems, and they've been able to use that software to give themselves a recruiting advantage over their smaller competitors when posting jobs to CollegeRecruiter.com and other job boards. But no longer. With the rapid emergence of SmartRecruiters as a sourcing tool, every small and medium organization has at its fingertips the ability to properly track applicants and post jobs to leading job boards such as CollegeRecruiter.com."



Unveiled by MrTed just over a year ago, SmartRecruiters is 100 percent free and designed specifically for businesses with up to 2,500 employees. With more than 3,000 small businesses using SmartRecruiters today, it's the fastest-growing provider in the recruitment solution industry. Now designed to offer its clients quick and easy access to a multitude of job board options, SmartRecruiters allows access to any of the available free options or pay to reach talent within a specific industry, geographic region or skill set.

[Log in](#) to SmartRecruiters today to start posting with CollegeRecruiter.com today.

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About MrTed

MrTed is a leading provider of on-demand talent acquisition solutions designed to help companies of all sizes optimize the process of acquiring local talent on a global scale. Through innovation, passion and focus, MrTed provides the world's most effective recruitment solutions, ranging from MrTedTalentLink, an enterprise-class global talent acquisition solution, to SmartRecruiters, the free and easy recruiting software. MrTed was founded in London in 1999 and enables over 1,000 clients in more than 100 countries to find and acquire the most coveted talent in the world.

To learn more about MrTed and SmartRecruiters, please visit www.mrted.com | www.smartrecruiters.com

About CollegeRecruiter

CollegeRecruiter.com is the leading job board used by college students searching for [internships](#) and recent graduates hunting for [entry-level jobs](#) and other career opportunities. CollegeRecruiter.com features a database of 10 million students, recent graduates, and alumni who have asked to be notified by email and text messages when new opportunities become available which match their interests. CollegeRecruiter.com has been a leader in pay-for-performance advertising for over a decade, including pay-per-sale, pay-per-hire, pay-per-lead, pay-per-applicant, and pay-per-click campaigns. For more information about the solutions offered by CollegeRecruiter.com to its employer clients, visit <http://www.CollegeRecruiter.com/employers> or call 800.835.4989.

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