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**Media Release: Recruit.net's marketing strategy evolves targeting social media micromarkets with job channels**

*Recruit.net Powers Ping.sg Newly Introduced Job Search Function*

*Recruit.net's marketing strategy evolves targeting social media micromarkets with job channels powered by Recruit.net's award winning technology platform*

/24-7PressRelease/ - SINGAPORE, May 07, 2008 - Recruit.net, an award winning tech company that operates a network of trilingual job search engines across Asia Pacific, has launched a new job search function at Ping.sg, Singapore's leading blogging community site. With the new function, community members are able to search for ten of thousands of jobs through a single click at Ping.sg. The Recruit.net job channel allows for users to find tens of thousands of Singapore related jobs from hundreds of websites in a single search through Ping.sg: <http://jobs.ping.sg/>

The collaboration with Ping.sg will help Recruit.net to add to its impressive list of places of where job seekers can search for their ideal jobs, across countries including Singapore, Malaysia, Australia, China, Hong Kong, India, Japan and New Zealand. The proprietary technology used by Recruit.net, is able to provide the most comprehensive, relevant and fresh job search site that includes job listings from hundreds of websites, newspapers, recruitment agencies, associations, and companies directly.

Commenting on the collaboration, Maneck Mohan Founder & CEO of Recruit.net said, "Ping.sg has grown into the leading community for influential Singapore bloggers and we are privileged to be working with them."

Recruit.net is of the same belief that "Marketers must shift their thinking from the short head of mainstream marketing to the masses to a strategy of targeting vast numbers of underserved audiences via the web." as written by best selling author David Meerman Scott, in his book, The New Rules of Marketing & PR. Recruit.net's marketing strategy continues to evolve and shift from the short head of mainstream marketing like newspapers and magazines to the masses to a strategy of targeting vast numbers of micromarkets via the web such as Ping.sg.

"Recruit.net is known in the region as one of the top jobs search engines, Ping.sg is delighted to have launched a job search portal that is powered by one of the leaders in the job search industry." said U-Zyn Chua, founder Ping.sg

For more information please visit <http://jobs.ping.sg>

About Recruit.net

Recruit.net ([www.recruit.net](http://www.recruit.net)) operates an international network of trilingual job search engines. Utilizing proprietary search technology Recruit.net enables job seekers to instantly search millions of jobs from thousands of companies across the world. Recruit.net provides a range of features to its users including, online salary checks, job trends, the ability to upload resumes and receive job alerts via email or RSS feeds.

Recruit.net also operates a Pay-Per-Click advertising network called adnet that provides advertisers with the ability to deliver measurable, cost-effective online advertising across a growing international network of partner sites and affiliates.

For more information, please visit <http://www.recruit.net>

About Ping.sg

Ping.sg (<http://ping.sg>) is the community meta blog for Singapore bloggers. It is currently the largest blog aggregator in Singapore. Ping.sg not just aggregates blog updates from registered bloggers, it also attempts to determine the popular blog posts from its members' activities.

On top of that, Ping.sg houses one of the largest and most active communities of Singapore bloggers. The members are not only constantly communicating with each other on the highly active Ping.sg site, they are also actively organizing outings and meet ups in real life.

For more information, please visit <http://ping.sg>

The Pacific West Communications is a company dedicated to promote and provide affordable marketing campaigns both in the traditional and social media with clients spanning over 3 continents, Sydney, London and Asia Singapore.