



FOR IMMEDIATE RELEASE

CONTACT:

Rick Batyko
Cleveland Plus Marketing Alliance
216.592.2225
rbatyko@clevelandplus.com

Laura Scharf
Landau Public Relations
216.912.2857
lscharf@landaupr.com

CLEVELAND PLUS LAUNCHES TALENT ATTRACTION WEB SITE

New tool helps recruit employees to region, encourage employees to stay

Cleveland, April 24, 2008 — The Cleveland Plus Marketing Alliance has launched a new talent attraction web portal, designed to help introduce the Cleveland Plus region, and all of its assets, to job candidates and those considering a move to the area.

www.clevelandplusliving.com is the first comprehensive regional Web site to provide not only information on companies, industries and job opportunities, but details on neighborhoods, cultural activities, schools, and more. The new site will make it easy for job seekers to explore and identify the many reasons why the Cleveland Plus region is an ideal place to live. It also serves as a quick and easy reference for current residents and employees to learn more about the region.

The initial site launched today was designed as the first version of what should be considered an ever-changing resource. With the help of feedback from recruitment professionals and the submission of suggestion forms available on the site, the portal will continuously be updated and fine-tuned to best reflect the entire Cleveland Plus region.

-more-

www.clevelandplusliving.com is comprised of four major components that are specifically designed to build interest and intrigue among those wanting to explore Northeast Ohio. The main resource sections include:

Working Here The Working Here section gives an economic overview of the Cleveland Plus region, as well as specific details about the area's top industry clusters. Each industry link contains information on the size of the industry, top companies in the area and any other facts that set the region apart.

Playing Here This unique part of the site is an interactive experience that focuses on where recruits would like to spend their free time within the Cleveland Plus area. Site visitors simply pick from a generous list of preferences, and the interactive tool produces a list of matching events, venues and ideas of things to do and see.

Moving Here The site addresses some of the most important needs of recruits by providing information on real estate companies, neighborhoods, schools and even daycare options. This section will help make a move to the Cleveland Plus region easier than ever.

Find a Job While this portion of the Web site does not post job openings, it does provide instant access to other local and national sites where prospective employees can search for available job opportunities.

"The Cleveland Plus region has so much to offer," said Rick Batyko, vice president of regional marketing, Cleveland Plus. "Until now, there has not been one easy way to share all the available information. The new clevelandplusliving.com site provides a single location where people can access all sorts of information about the area. Whether looking for relocation information, or just looking for new things to do here, this site is a valuable resource."

More than 100 human resource professionals, executive recruiters and real estate agents involved in relocation will gather today to view the portal, learn about its intended impact and provide feedback for ongoing site enhancements. Designed to help job seekers better understand the region, the site is ultimately a valuable tool for those who recruit talent to the area.

ABOUT CLEVELAND PLUS

Cleveland Plus is a campaign that brings all of Northeast Ohio together as one united region leveraging all of our strengths to compete for new businesses, leisure travelers, conventions and meetings. For additional information on Cleveland Plus, please visit www.clevelandplus.com.

#