



For Immediate Release

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RegionalHelpWanted.com and Cupid.com to utilize 30-second spots

Industry initiative spurs early action

POUGHKEEPSIE, NY – October 6, 2004 – RegionalHelpWanted.com announced today that the company will introduce 30-second commercials beginning with its fourth quarter creative release.

“We applaud Clear Channel's initiative in acting to reduce clutter on the radio" said Eric P. Straus, President and CEO of RHW. “In keeping with our company’s tradition of focusing on the needs of our media partners, we will be one of the first major radio advertisers to provide 30 second commercials as well as 60 second versions in all of our 250+ radio markets." Straus added, “We believe this industry shift is long overdue. As such, we are taking an early leadership position in demonstrating that 30 second spots are as good as sixties -- if they are done well”.

Bill Cloutier, Executive Vice President, echoed Straus’s sentiments when he said, "We believe we have the best creative talent in the business. (RegionalHelpWanted.com employs Dick Orkin's Radio Ranch and Cupid.com employs Roy Williams Advertising.) These are two of the greatest creative agencies doing radio today," Cloutier continued, “and they have agreed to help us help radio by creating winning 30 second production.”

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About RegionalHelpWanted.com

RegionalHelpWanted.com, Inc. (www.regionalhelpwanted.com) is a privately held Poughkeepsie, New York based company. It owns and operates -- in strategic alliances with local media throughout North America -- the world's largest network of local job boards in over 250 markets across the USA, Canada, and Mexico. Cupid.com is a subsidiary of RHW, which owns and operates websites in the singles/dating space. Since its launch in 1999, RegionalHelpWanted.com has grown to become one of the five largest employment destinations on the Web; and was just named one of Entrepreneur Magazine's Top 100 Fastest Growing Companies of 2004.

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