

## **Wanted Technologies introduces new data-warehousing and delivery application for processing and compiling recruitment advertising leads for CRM and Sales force Automation solutions.**

New York, NY – (February 15, 2005) – Wanted Technologies <http://www.wantedtech.com> a leading provider of business intelligence solutions for the recruitment marketplace, today announced the launch of Wanted Direct, a data-warehousing, cleansing and delivery service for recruitment market data. Customers can not only tap into a database of millions of aggregated jobs from hundreds of job boards, newspapers and corporate sites, but also customize their data feed in real time to quickly turn overwhelming recruitment information into precise and easy to use leads.

Wanted Direct is tailored to the needs of newspapers, interactive media and staffing agencies who have invested in the development or acquisition of a CRM-driven strategy. It offers fast, direct access to a wide range of business leads which are more likely to buy, as they are actively advertising on the internet. For marketers it is a powerful tool for segmentation, lead generation and competitive analysis; while sales managers use it to filter prospects more accurately, populate CRM solutions with leads faster, and uncover fresh opportunities for up-selling and cross-selling.

“We’re now in a position to help support our client’s lead-delivery requirements, by unlocking the value of the hundreds of thousands of job postings we aggregate and update daily” said Steven McNair, Vice President of Sales of Wanted Technologies. “We are the first recruitment business information service to employ data mining technologies that let our users get at such hard-to-reach material. We’ve added a new layer of value to the aggregation and integration that Wanted Technologies outstandingly provides for the recruitment category.”

Wanted has recently been honored with InfoCommerce Group's Model of Excellence Award. Past and current winners include highly regarded companies such as Eliyon, Plaxo, Dun & Bradstreet, TrueAdvantage, BusinessWire, The Thomson Corporation and Microsoft. For more information visit: <http://www.wantedtech.com> or call 800-530-0818

Wanted Technologies Inc., a leading provider of on demand business intelligence solutions within the media industry, gives companies the power to create customized sales leads and market monitoring solutions to meet or exceed their goals within all classified categories. Wanted Technologies’ comprehensive family of software and delivery solutions helps customers make more informed business decisions and gain a competitive advantage.

Wanted Technologies Inc.  
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