

TC MEDIA AND BRUNSWICK NEWS INNOVATE IN THE JOB MARKET WITH JOBGO.CA

With its unique recruitment formula and performance-based rates, JobGO.ca makes a stunning entry into the Quebec job market

Montreal, September 27, 2012 – Quebec employers will no longer be able to do without [JobGO.ca](#)! [TC Media](#) and [Brunswick News](#) are proud to launch *JobGO.ca*, a job search site with a new recruitment formula and performance-based rates designed to serve employers better. Also, with its huge pool of geographically targeted positions, *JobGO.ca* gives employers greater visibility due to the scope of TC Media's network of properties.

"*JobGO.ca* meets the needs of job applicants, and of employers who are looking for efficient and powerful solutions to their staffing needs, said Bruno Leclaire, Senior Vice President, Digital Solutions, TC Media. *JobGO.ca* has a major presence on social networks (Facebook, Twitter, Pinterest, LinkedIn), to make sure it reaches people who are mobile and well-connected."

JobGO.ca delivers results and optimal performance to employers through its cost-per-click format, where employers pay based on the number of times each position is viewed. The employer also has the flexibility to set a maximum number of clicks per posting and to display or remove job offers at any time.

The user-friendly *JobGO.ca* platform makes the job search process quick and easy for online job seekers, free of charge. They can set preference-based job alerts, upload several resumes and cover letters and target their searches by region, city and category. Online job seekers will also be able to quickly apply for jobs via their LinkedIn profiles.

The *JobGO.ca* platform was developed in partnership with [CareerBeacon.com](#), the market leader in online recruiting in the Atlantic provinces. CareerBeacon.com is property of Brunswick News Inc., part of the J.D. Irving Ltd. group of companies.

"In October 2011, we extended our partnership with TC Media so they could leverage CareerBeacon's market leadership to offer employment postings in the Atlantic provinces, explains James C. Irving, Vice President, Brunswick News Inc. *JobGO.ca* is a step further in our collaboration and has allowed us to jointly develop a high-performance platform with a new brand image adapted to the Quebec market."

With the launch of *JobGO.ca*, TC Media and Brunswick News have expanded their services to employers and job seekers in every sector.

About Brunswick News Inc.

Brunswick News Inc. is one of Atlantic Canada's most dynamic media groups, serving up a comprehensive package of news and information to readers throughout New Brunswick each day. Its growing network of media properties includes New Brunswick's daily newspapers, over a dozen weekly newspapers, flyer distribution services, magazines, commercial printing and distribution operations, as well as New Brunswick's most authoritative online news site, [www.telegraphjournal.com](#). Brunswick News offers unmatched advertising and marketing solutions for large and small advertisers alike.

