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FOR IMMEDIATE RELEASE

## **AD 2 PHOENIX ANNOUNCES CEO OF JOBING.COM AS SPEAKER FOR NOVEMBER EVENT**

October 26, 2004 (Phoenix) – Aaron Matos, founder and CEO of [jobing.com](http://jobing.com), was announced as the November speaker for the Ad 2 Phoenix monthly program. The event will take place at 6:30 p.m. on Thursday, November 18<sup>th</sup> at Mickey’s Hangover located at 4312 North Brown Avenue on the southeast corner of 5<sup>th</sup> Avenue and Drinkwater in Scottsdale.

Mr. Matos will be sharing his experience on what it takes to build a company that is a “great place to work” – and how to communicate the message through all types of employment advertising. Mr. Matos will address the topic not only as a provider of multiple employment advertising media channels (including internet, Career Expo’s, and JobingTV) – but also as a CEO who is passionately working to build not only a great employment brand – but a great company as well.

Mr. Matos is recognized as an expert on Internet recruiting, employment branding, recruitment advertising & marketing, and recruiting processes and has spoken at many Human Resources and media groups around the country. Jobing.com is a leading locally focused employment website operating throughout Arizona, Colorado, Florida, California, New Mexico, and Rhode Island. Jobing.com is a private equity funded company that employs just over 75 employees.

Guests and members need to RSVP for this event at [www.ad2phoenix.com](http://www.ad2phoenix.com). Admission for Professional/Corporate Members is free; Associate/Student Members: \$10; and Guests: \$15. Admission includes 2 drinks and light appetizers.

Ad 2 Phoenix is the leading organization in the Valley for advertising professionals below the age of 32. As an affiliate of the American Advertising Federation (AAF), Ad 2 Phoenix has provided its members with professional development and networking opportunities for over 35 years. For more information about Ad 2 Phoenix membership, visit their website at [www.ad2phoenix.com](http://www.ad2phoenix.com) or contact Rebecca Borris at (602) 417-0659. For more information on the monthly program, please contact Andrew Butler at (602) 417-0635.

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