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Ogopogo Media Inc. Acquires Jobs.ca

\$600,000 domain name to serve as Web platform for Canada's online Job market

KELOWNA, British Columbia--(BUSINESS WIRE)--Ogopogo Media Inc. announced today that it has acquired the rights to the Internet domain name Jobs.ca from Domed Technologies, Inc. of Montreal for \$600,000 USD. Ogopogo Media will develop Jobs.ca as the core property of a planned job network, which will include JobSearch.ca and Resumes.ca that will cover all the needs of both job seekers and employers. The acquisition of Jobs.ca represents the largest published single domain purchase in .ca history.

"Jobs.ca is unquestionably the most intuitive, typed-in domain name for Canadian job seekers," says Robert Montgomery, CEO and co-founder of Ogopogo. "It gives us a huge competitive advantage to hitch our brand to the domain name that defines the industry and the marketplace. It's short, to the point, memorable and routinely receives thousands of valuable type-in visitors each day. We know that the Jobs.ca domain is a logical destination for both job seekers and employers. The broad and generic appeal of Jobs.ca matches our strategy of serving the entire range of job-seekers and will play a significant role in our future online job initiatives."

"Our first order of business was to search for a seasoned Job Board professional to lead our entry into the Canadian job services marketplace," commented Ogopogo President, Shaun Pilfold. "To that end, Mark Huttram, former VP of Sales and Customer Satisfaction at Monster.ca, will lead the team. In the coming months, Jobs.ca will be searching for other key staff experienced in the online job segment, including sales and customer service."

About Ogopogo Media Inc.

Ogopogo Media is a new generation Internet media company that concentrates on acquiring and developing geographically targeted destination and category specific Internet properties. Additional web development projects include BC.org, Kelowna.com, Vernon.com, Penticton.com, PrinceRupert.com, Kamloops.com, Nanaimo.com, Revelstoke.com and many more. For more information about Ogopogo visit www.ogopogomedia.com.

Contacts

Ogopogo Media Inc., Kelowna, BC
Shaun Pilfold, President, 250.764.9414
shaun@ogopogomedia.com

or

Robert Montgomery, CEO, 403.516.1310
rob@ogopogomedia.com

