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JobCentral to Sponsor Leading Industry Blogger

Job Site agrees to 2-year, six-figure sponsorship of [Cheezhead.com](http://cheezhead.com)

CLEVELAND - JobCentral, an online job site dedicated to providing job content and employment solutions to companies throughout the world has agreed to a 2-year sponsorship deal with Cheezhead, a recruiting industry-focused blog, worth \$50,000 per year.

Cheezhead is written by Joel Cheesman, also president of HRSEO, a search engine optimization firm specializing in the online employment space. The blog was recently voted Best Blog by [Recruiting.com](http://recruiting.com) for 2006.

"We believe strongly in supporting creative initiatives that add value to our industry," said Bill Warren, Executive Director of DirectEmployers Association, which owns and operates JobCentral. "Joel has done an outstanding job of not only adding value, but pushing the envelope and spurring lively debate on a wide variety of topics."

In addition to search engine optimization services, the sponsorship will also include JobCentral's logo prominently displayed in the header of Cheesman's blog, banner advertising, representation at industry conferences by Cheesman, exclusive content created for JobCentral clients, promotion via RSS feeds, and JobCentral's brand highlighted in the blog's online videos.

"The JobCentral team has been very supportive of my blog and the benefits of blogging as a whole since the phenomenon really took off a few years ago," said Cheesman. "With their financial support, I'll be able to dedicate more time on making Cheezhead the best it can be. In the process, I hope to be a positive example for all bloggers."

JobCentral and Cheezhead first made a splash in June 2006 when Cheesman auctioned sponsorship of his trip to a large HR conference via eBay, bringing in a final winning bid of \$7,100. "We're always anxious to see what Joel comes up with next," Warren said.

About JobCentral

JobCentral National Employment Network is a service of Direct Employers Association, a non-profit consortium of leading U. S. corporations. The Association's purpose is to develop and manage systems and software for employers to increase efficiency and reduce Internet recruiting costs. The Association's online services include the DirectEmployers employment search engine and NACELink national college recruiting system developed in alliance with The National Association of Colleges and Employers (NACE) and a group of leading colleges and universities. The association is managed by a board of directors consisting of member company representatives. For more information, please visit: <http://www.jobcentral.com> and <http://www.directemployers.org>.

About Cheezhead

Headquartered in Cleveland, Ohio, Joel Cheesman authors Cheezhead, a blog focusing on technology issues within the Internet recruiting industry. The blog won an award for best technology recruitment blog in 2006 and best blog in 2007 by [Recruiting.com](http://recruiting.com). For additional information, please visit <http://www.cheezhead.com> or his search engine optimization firm, <http://www.hrseo.com>.