



Source: WANTED Technologies Inc.

MaisonBrison/BarnesMcInerney  
Capital Market Communications Group

Contacts: Mr. David Tanguay  
President and CEO  
Tel.: (418) 523-6663, ext. 222

Mr. Jean Walter  
Vice President  
Tel.: (514) 731-0000, ext. 223  
jean@maisonbrison.com

Mr. Philippe Frenière, CA  
Vice President Finance & CFO  
Tel.: 1 (800) 530-0818, ext. 232

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## **Hearst Newspapers deploys classified sales intelligence tools from WANTED Technologies**

**Montreal, July 11, 2006** – WANTED Technologies (TSX-V: WAN) announces today that Hearst Newspaper affiliates are integrating WANTED's recruitment advertising intelligence tools within select classified sales departments.

Using the WANTED System of sales intelligence, sales associates from the San Francisco Chronicle, Houston Chronicle, San Antonio Express-News, Albany Times Union and Midland Reporter-Telegram will now gain access to live data of online recruitment advertising for any employer within their respective markets.

"We are bringing WANTED's suite of sales tools to our leading daily papers to ensure their continued success in the recruitment advertising category," says Mark Adkins, Senior Vice President of advertising for Hearst Newspapers. "We believe these intelligence tools will complement Hearst's online media initiatives and provide consultative value to advertisers who invest in our publications. The goal is to further demonstrate our newspapers' value to employers as a rich resource to attract local candidates, ultimately translating to increased classified ad revenue."

WANTED Technologies CEO & Founder, David Tanguay, echoes Adkins' sentiments. "As the need for local recruitment solutions increases, so too does the responsibility of newspapers to communicate their value proposition. Hearst Newspapers are now in a position to proactively address their markets' requirements, and increase their earning potential."

Hearst's classified recruitment sales strategy includes using three of WANTED's products, including qualified business Leads and WANTED Analytics, a dashboard solution showing advertiser-specific recruitment activity across multiple sources. In addition, managers will receive weekly Market Intelligence reports to gauge market penetration and monitor competitive activity.

## **About Hearst Newspapers**

Hearst Newspapers is a unit of Hearst Corporation, and publishes 12 leading daily newspapers including the *Houston Chronicle*, *San Antonio Express-News*, *San Francisco Chronicle*, *Seattle Post-Intelligencer* and *Albany Times Union*. Each of Hearst's daily newspapers publishes an online edition. Hearst Newspapers also operates the nation's second largest independent yellow-pages company, White Directory Publishers. Hearst Corporation ([www.hearst.com](http://www.hearst.com)) is one of America's largest diversified communications companies.

## **About WANTED Technologies**

WANTED Technologies has been collecting classified listings from thousands of Web sites daily and currently delivers market data to over 120 classified ad departments and online media portals. The Company's capacity to aggregate, sort and categorize content from varied online sources makes it possible to look at markets on a macro level and gauge trends in recruitment and classified advertising.

WANTED Technologies is also the exclusive data provider for The Conference Board's Help-Wanted Online Data Series (TM), a monthly indicator of job availability throughout the US.

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