



ZUBKA & ECADEMY PARTNERSHIP



Zubka, the revolutionary referral recruitment platform, and Ecademy, the world-renowned social network for business people, have joined forces to enable Ecademy's 100,000 plus worldwide members to derive revenue from their connections in a radically new way. Launching on December 1 2006, this new partnership is a natural fit for both organisations, bringing thousands of new, professional business networkers to the Zubka referral recruitment platform while ensuring the networks they have built on Ecademy have the opportunity to reap both financial rewards and further networking opportunities.

"Many Ecademy members are principals of small to medium enterprises that have onward connections with individuals within the workplace environment;" comments David Shieldhouse, co-founder of Zubka. "The Zubka platform gives them the opportunity to leverage these connections and by tapping into the 'referral economy' they can enjoy an additional layer of income from their pre-existing contact base."

The business ethos of both companies runs in perfect tandem. Ecademy's mission to support the development of 'trusted networks' by its members, where meaningful and valuable relationships are formed to the benefit of both parties, ensures any resulting connections will be of real value. Zubka's aim to tap into the 7.6 billion GBP referral economy in the UK¹ (YouGov July 2006) and make everyone involved in the recruitment process feel valued for the role that they play is amply catered for with Zubka's fair fee structure. Not only do Ecademy's members earn substantial financial rewards for successful placements and for introducing hirers, but they also earn rewards from placements made by those they in turn recommend to join Zubka as referrers. Ecademy's business benefits by being paid a fee for each placement made by one of their members.

Paul Sherman, VP Commercial Development, Ecademy, commented on the news; "We are delighted to enter this partnership with Zubka. This exciting opportunity gives our members the ability to monetize their networks through referrals whilst following the Ecademy ethos of helping others."



Zubka evolves the commercial capability of social networks to the next level. While all have their own methods of commercialisation, usually through membership fees or attracting advertisers, few can in reality provide their members with financial rewards for networking or their business with this highly valuable additional revenue stream.

“Zubka adds a vital new layer to online social networks, enabling true monetization of user bases in a radically new way”, adds David Shieldhouse. “Our deal with Ecademy will become the standard-bearer to show how any web based community can utilize Zubka to support their offering and enhance their commercial success.”

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¹ Zubka/YouGov poll has found that 62% of Britons have referred someone for a job, been referred for a job or both and that 89% of respondents have never been financially rewarded for a referral.

¹ YouGov researched the average amount of times people referred (4.1) by the percentage of people referred (39%) by the percentage of times successful (59%) so $1.9 \times .39 \times .59 = 0.94$. This is the number of referrals per person over the last ten years so it is then 0.94 divided by 10 then $\times 44.2$ million (GB 18+ population) $\times 8\%$ of 22.9 million (average salary).

¹ Zubka/YouGov survey – Fieldwork 28th-31st July 2006, sampling 2,227 Britons over the age of 18.