



Zubka's Referral Fund Hits \$1 Million



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Zubka.com, the world's first online platform that enables individuals to be remunerated for successfully matching people with job opportunities, has announced that it has hit \$1 million in available rewards after just eight months. The figure is based on the commission that can be earned when referrers place applicants in jobs posted on the Zubka site. Its first referral cycle was completed within its first month of business, back in September 2006, rewarding one member £5,600 for successfully recommending someone they knew for a vacancy on the site. Zubka also presented a £350 reward to the person who introduced that referrer to the network.

The size of the referral fund has been made possible as a result of the very tangible nature of the proposition. Zubka's global reach ensures recruiters and hiring companies can tap into the best possible candidates regardless of location. Currently there are referrers active in 84 countries, hirers in 38 countries and jobs on offer from Sydney to Saudi, Libya to London and Bangkok to Belarus.

Many members are fast becoming 'power referrers', actively inviting those they know to join Zubka – one individual alone has been responsible for over 240 referral sign ups. Using the power of the internet and its ability to provide global as well as local communication, Zubka referrers have no geographical boundaries. For example, a referrer based in Maharashtra, India has successfully referred for interview a number of technology industry contacts he has in the UK for a range of different roles. Others have referred friends living in the next street for a job in the same town.



Zubka received interest very early on not only from referrers and hirers but also powerful media bodies and investors. The Guardian has named Zubka as one of the internet's ten 'next big things', which, along with Red Herring, Springwise and Start-Up Squad's reports, has generated a deserved profile as a highly attractive partnership and investment target. In February 2007 it announced its Series A funding deal from Benchmark Capital Europe which also brought the considerable skills and expertise of Klaus Hommels, Venture Partner, onto the Zubka board. While recently, in March 2007, Red Herring named Zubka as one of the "Top 100 Most Promising Companies in Europe".

Armando Ruffini, co-Founder and COO of Zubka comments, "to be able to offer our referrer the chance to tap into a \$1 million reward fund is a great achievement so early in our evolution. What it proves, unequivocally, is that the Zubka philosophy is genuinely tangible to the both the referrer and the recruitment community, both of whom are targeting and using the site in equal measure. Our exposure in the media, coupled with the strong endorsement from other industry bodies has ensured that our unique message of rewarding the referrer within the recruitment process has been circulated globally. The funding deal with Benchmark also means that Zubka has the ability to further its drive into the online community and develop a platform that can enliven and enhance the uniqueness of our platform."

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Notes to Editors:

- The Zubka premise is:
 - The Referrer gets a fair reward for doing what most of us do anyway.
 - The Hirer gets a great new employee, personally recommended, faster and at a fair and cheaper price.
 - The Candidate gets a great new job.
- The reward you receive for effectively placing someone depends on their earnings band but is between 6% and 8% of their starting salary. Referring someone into a job with a basic salary of £55,000 would earn a reward of £3,600.
- Hirers can advertise jobs for referrers to browse through for as little as £10 for a four week posting. Joining Zubka as a referrer or a hirer is completely free and will allow you to be a part of the referral revolution.

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