

Multimedia Nova launches TalentOyster Job Board

Unique web offering for new diverse Canadian talent pool

Toronto, March 9, 2010 -- Multimedia Nova Corporation (MNC), which offers a full national suite of proven media vehicles to reach Canada's culturally diverse communities, has launched a unique new Internet job board, TalentOyster.com. The new board's job listings and other community-based content are at www.talentoyster.com.

The site, in Beta testing since November 2009, reaches out to the tens of thousands of skilled but underemployed newcomers as well as people belonging to other diverse communities. It is especially effective in helping employers tap into a pool of talent largely ignored in Canada: newcomers and immigrants who face systemic barriers based on language, culture and accreditation.

TalentOyster will be promoted by Diversity Media Services (DMS), MNC's cultural media marketing division. DMS works with more than 450 media partners operating in over 40 languages, with a total reach of over 5 million homes across Canada. Dozens of media partners have signed on to act as promotional sponsors and over the next six months will be providing advertising space and editorial coverage to explain the site and its features.

"For the first time in Canada employers will be able to use a diversity focused job board that is actually driven by job seekers rather than employers," says John Sutton, TalentOyster's director. "Through our extensive targeted (diversity) marketing program to more than 5 million households across Canada, our objective is to drive 100,000 unique visitors per month to our site. Approximately 20,000 of these visitors will register with the site each month."

A number of major Canadian corporations have already signed on to TalentOyster.com and as "early adopters" have loaded hundreds of current job openings. EcoLab, Head2Head, Hydro One, Loblaw, Molson Coors, Scarborough Hospital, Sunlife Financial, Telus, and Xerox are all charter clients. Early adopters had access to early resumes supplied by TalentOyster partner Skills for Change, one of the country's largest employment centres for immigrants and newcomers. More resumes are being added daily as news about the new service spread and new members sign on.

TalentOyster.com offers users features that streamline the process and make job searching easier. It is the only job search site in Canada that is accessible to the visually impaired, working with special auditory "reader" software and is able to switch quickly to larger type throughout.

Jobseekers are also able to access information aimed at people with physical disabilities, information aimed at helping seniors re-enter the workforce and even culturally oriented job search tips and immigration settlement information. TalentOyster partners such as the Ontario Government's successful Skills for Change program and Head2Head, a prominent Toronto-based search firm, are also linked to the site.

TalentOyster.com is accessible in 11 languages: English, French, Punjabi, Urdu, Hindi, Chinese (Traditional), Chinese (Simplified), Vietnamese, Arabic, Tagalog and Spanish. The site can be switched from English to any of the listed languages. Employers can also opt to place job listings in any of the targeted languages and can also have corporate profiles and other related content located on the site translated as well.

"The difficulty trained newcomers to Canada have marketing their skills is well documented and is an enormous waste of human capital," said Lori Abittan, President and CEO of MultimediaNova, TalentOyster's parent corporation.

"All Canadians should be concerned that we lose between 20,000 and 80,000 immigrants a year to outbound migration, many returning disappointed to their home countries while others move to countries with better job opportunities. Canada can no longer afford to look the other way. By next year we will have a shortage of skilled workers and by 2017 100 per cent of growth in our skilled workforce will come through immigration."