



**FOR IMMEDIATE RELEASE**

## **WORKOPOLIS LIKES MEDIA EXPERTS' RESUME**

**Toronto – November 30, 2011** – Workopolis, the Canadian leader in the Internet recruitment and career transition solutions field, confirmed today that it has selected Media Experts, Canada's largest independent media services company, as its media agency of record.

**Jennifer Posnikoff**, Director, Marketing Communications with Workopolis said "We are very excited to be partnering with Media Experts for all our media needs. We are impressed with their solid strategic thinking, their very creative approach to engaging our consumer and business audiences and their established reputation for delivering results."

Media Experts will provide strategy, media planning and media buying services for Workopolis effective immediately.

"We are delighted by the Workopolis assignment as it is one that we are particularly well suited for" stated **Penny Stevens**, President, Media Experts. "The project demands a dynamic blend of offline and online media, curation of exposures across various business and consumer constituencies in a category that is rapidly evolving. This will be fun!"

"Workopolis is a great brand and it is always exciting to work with the undisputed leader in the category" added **Richard Ivey**, Senior Vice President, Media Experts. "We look forward to building on the strategies they have executed successfully to maintain their leadership position."

## ABOUT WORKOPOLIS

Founded in 2000, Workopolis is the Canadian leader in the Internet recruitment and career transition solutions field, helping employers and candidates connect with each other online. In addition to the millions of monthly visitors to [www.workopolis.com](http://www.workopolis.com), Workopolis reaches users across the web through exclusive partnerships and community sites as well as through innovative use of social networking sites and mobile applications.

Canadian owned and operated, Workopolis is in an equal partnership with Toronto Star Newspapers Ltd. and Square Victoria Digital Properties Inc, a wholly-owned subsidiary of Power Corporation of Canada.

For more information, please contact:  
Jennifer Posnikoff  
Director, Marketing Communications  
Workopolis  
416-957-8384  
[Jennifer.posnikoff@workopolis.com](mailto:Jennifer.posnikoff@workopolis.com)

## ABOUT MEDIA EXPERTS

Founded in 1981, Media Experts is Canada's largest independent media services firm.

Powered by Service, leveraged by [Customerization](#) and guided by [Tradigital™](#) Thinking, Media Experts employs an integrated approach to traditional and digital advertising media, orchestrating them to bring maximized, measureable return on investment to our customers.

Media Experts executes media strategy on behalf of its customers from its three interconnected offices in Montreal, Toronto and Vancouver.

For more information, please contact:

Ian MacLean  
Vice President, Communications  
Media Experts  
514 844 5050 x-731  
[ianm@mediaexperts.com](mailto:ianm@mediaexperts.com)

Visit us at [www.mediaexperts.com](http://www.mediaexperts.com), follow us on Twitter [@\\_mediaexperts](#) and friend us on Facebook at <http://www.facebook.com/mediaexperts>