



VISUALCV.COM LAUNCHES TO REPLACE THE RESUME WITH ONLINE PROFESSIONAL PROFILES

Over 50 Employers and Industry-Leading Executive Search Firm Heidrick & Struggles Already Participating

February 11, 2008 - Reston, Va. - VisualCV, Inc. today announced the launch of VisualCV.com, a revolutionary approach to creating an Internet-based resume, building and managing an online career portfolio, and securely sharing professional qualifications with employers, customers, partners and colleagues. VisualCV.com is the first website to allow professionals to do this all in one place, with unmatched privacy and control, and for free.

VisualCV.com was developed to solve problems that professionals face as they seek to find jobs, develop, and advance their careers, while at the same time helping employers find and hire better candidates faster. Traditional resumes have many limitations: they become stale and out of date, lack detailed qualifying information, do not showcase work samples or achievements, provide no tracking capability, do not let professionals stand out, often sit on resume sites drawing unwanted solicitations, or go unnoticed at the bottom of an inbox.

VisualCV.com solves these problems by reinventing the resume. The VisualCV is a new way for individuals to present themselves professionally and stand out, whether they are changing their job, managing their career or building their professional network.

VisualCV offers greater depth, breadth and substance than traditional resumes, for both job seekers and company recruiters.

VisualCV Gives Job Seekers the Ability to Stand Out in the Crowd The format and information included in a VisualCV accelerates career advancement while reducing interviews and associated time, cost, travel and frustration for job seekers. VisualCV offers Web 2.0 technologies that give professionals a remarkable new way to stand out. With VisualCV members can:

- Showcase achievements by embedding photos, a portfolio of work samples, videos, letters of recommendation, charts and graphs highlighting achievements, and more.
- Showcase previous employers or universities with rich, real-time pop-ups embedded in a VisualCV.

- Share it with their professional networks, and track who sees their VisualCV.
- Share directly with company members to securely and privately show interest in a position at that company.
- Include their VisualCV's URL in their posting at online job boards.
- With VisualCV, members have unparalleled control over who sees their VisualCV, and when. VisualCV offers guaranteed privacy. No backdoors for recruiters or marketers.
- VisualCV represents professionals at any stage in their career (students through CEOs, and everyone in between).
- Create multiple versions for different audiences - prospective employers, colleagues, customers, partners and friends. Professionals can create an unlimited number of versions, tailoring each one for a specific purpose.

VisualCV Delivers Unparalleled Advantages for Company Recruiters, Including Reach into the Passive Candidate Pool

- VisualCV provides a complete presentation of a candidate, improving and accelerating the entire hiring process for everyone involved. Companies get more information about applicants up front allowing them to qualify candidates more easily.
- With its rich features enabling more depth, breadth and substance of candidates, VisualCV automatically reduces outside research and validates candidates, saving companies time and money.
- The VisualCV website reaches passive candidates, by allowing them to securely and privately register interest in companies they might want to work for.

Corporate recruiters already recognize the benefits of VisualCV. According to Heather German, SVP Human Resources at Lagan Technologies, "Every corporate recruiter will want to receive VisualCVs."

For Professionals Not Looking to Make a Career Move, VisualCV Provides the Platform for a Professional Online Profile VisualCVs are not just for job seekers. Professionals can use VisualCV to build and maintain a professional profile, which can be used in all professional networking situations. Speaking at a conference? Preparing a key employee section of a big proposal? Anytime a professional would forward a bio or resume is an opportunity to use a VisualCV. And, the visually-rich format of a VisualCV is much more compelling than a standard resume, allowing individuals to stand out and impress all who receive their credentials.

Members of VisualCV.com can passively and privately register their interest with a particular company by sharing a VisualCV with a company member of the system. An employer then knows which members are interested and can come back to those VisualCV members when they have an open position.

"We believe that the limitations of the traditional resume hurt both the job seeker, by not allowing them to stand out, and the employer, by not giving them enough information about the candidate," said Clint Heiden, CEO and Co-founder. "We created VisualCV to solve the frustrations we found as executives looking to hire talent. After you look at a few resumes you realize it is impossible to get enough information to make a decision on whether or not you want

to interview a candidate. VisualCV reinvents the resume to make it easier for candidates to truly stand out and highlight their credentials. By turning the resume into an interactive, online multimedia document, you get a much more comprehensive view of a professional, which benefits professionals and employers."

VisualCV also announced today investment in the company by Heidrick & Struggles (Nasdaq: HSII), one of the world's leading executive search firms, and Valhalla Partners.

VisualCV has over 50 participating companies registered on [VisualCV.com](http://www.visualcv.com) to receive VisualCVs from interested candidates, including Heidrick & Struggles, BroadSoft Inc., Federated Media, EnterpriseDB, Parature, Lagan Technologies, RollStream, Approva, buySafe, Grotech Capital Group, Content Analyst, Rivermine, JackBe, Sourcefire, Centrifuge Systems, GlobalLogic, Razorsight, Customer Value Partners (CVP), LeverPoint, Intridea, Objective Paradigm, Kastle Systems, SE Solutions, Valhalla Partners, The Heiden Group and Acronis. To see a complete list of registered companies, please visit http://www.visualcv.com/for_companies.

[Clint Heiden](#), VisualCV's Chief Executive Officer and Co-founder, is a well-known leader in the recruiting and technology industry. Heiden co-founded The Heiden Group in 2004, a highly successful recruiting firm after spending 15 years building and leading sales teams for companies such as UUNET and Cable & Wireless resulting in \$8billion in revenues. [Phillip Merrick](#), Co-founder and Chairman of VisualCV's Board of Directors, is the former Chairman and CEO of webMethods, Inc., a leading vendor of business integration software, which he co-founded in 1996. webMethods, Inc. was the most successful software IPO to date in February of 2000.

About VisualCV, Inc.

VisualCV reinvents the resume using technologies that transform the way in which resume data is presented, accessed and shared. A VisualCV allows professionals to easily build and manage an online career portfolio that comes alive with informational keyword pop-ups, video, pictures, and professional networking. [VisualCV.com](http://www.visualcv.com) enables secure sharing of VisualCVs for networking, career advancement and business development. And, it's free. Based in Reston, Virginia, the company has received investments from one of the world's leading executive search firms, Heidrick & Struggles (Nasdaq: HSII), and Valhalla Partners. For more information, to register and start standing out, please visit www.visualcv.com.