



FOR IMMEDIATE RELEASE

The China Business Network Selects VisualCV, Inc. to Power Member Directory

*Largest U.S./China Online Community to Benefit from
Feature-Rich Professional Networking Capabilities*

June 2, 2008 – Reston, Va. – [VisualCV, Inc.](#), the company reinventing the resume for the digital age, today announced that it will private-label the VisualCV technology platform for [The China Business Network](#) to power its member networking [directory](#). The China Business Network aggregates the who's who in China-related business and provides objective resources to its online community of English language speakers whose careers depend on bridging the gap between China and the west.

By using the 'Powered by VisualCV' private-label platform, The China Business Network offers its members, both individuals and organizations alike, a mechanism for professionally presenting and networking themselves by creating, enriching and sharing community-branded VisualCVs. The VisualCV reinvents the resume by turning it into a media-rich career and business development tool.

"The China Business Network has the largest community on several social networking sites, but we needed a way to consolidate and unify our members in-house. After months of actively searching for the best technology to support the needs of our user community, we were challenged to find a platform that was open and social enough to be appealing, yet professional enough for members used to traditional networking -- without it being too cutesy or boring," said Christine Lu, chairman and founder, The China Business Network. "VisualCV, Inc.'s private-label offering strikes the ideal balance and gives our members a feature-rich networking tool. What's more, by using their turn-key solution, we can focus on providing our members with valuable front-end content rather than managing back-end technologies." The China Business Network plans to have its VisualCV, Inc.-powered directory go live in early fall.

'Powered by VisualCV' lets organizations privately brand and manage VisualCVs within a membership community. 'Powered by VisualCV' is available via annual license under a Software as a Service (SaaS) relationship that provides a faster route to market with no IT overhead.

"We've been thrilled to find that the more people and businesses familiarize themselves with the potential of the VisualCV, the more they want the opportunity to interact using VisualCVs," said VisualCV, Inc. CEO, [Clint Heiden](#). "VisualCV fills a void for online communities and makes private-labeling a natural evolution for us. We're proud to be able to help communities like The China Business Network create a professional, interactive forum for their members."

VisualCV, Inc. continues to offer free VisualCV creation at www.VisualCV.com.

About VisualCV, Inc.

VisualCV, Inc. has reinvented the resume to make it more relevant for networking, business development and career progression within today's Web 2.0 environment. VisualCV, Inc. provides technology and support for the VisualCV, the VisualCV.com community and "Powered by VisualCV" private-label platform. Headquartered 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 or to create a VisualCV, please visit www.VisualCV.com.

About China Business Network

The China Business Network was founded in May 2007 by Christine Lu, joined by co-founder/CEO Janet Carmosky in January 2008, to provide a credible, unbiased and user-friendly platform to share learning about doing business in China. Launched from a base of Christine Lu's own content -- ongoing radio and podcast interviews with business leaders active in China -- The China Business Network functions as an online and face-to-face network for individuals as well as an aggregator of the most relevant, highest-quality third-party content around. For more information, please visit www.thechinabusinessnetwork.com.

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