

Press Release

Source: Outplacement Tools

OutplacementTools.com Launches Suite of Personal Marketing Tools for Job Seekers

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SOUTHBOROUGH, Mass., March 2, 2009 (GLOBE NEWSWIRE) -- Ian Levine, Founder and CEO of Outplacement Tools, today announced the launch of OutplacementTools.com, an easy to use, centralized secure portal of Personal Marketing tools and information to empower individuals in career transition.

PUBLICITÉ



Offered to Corporations and Outplacement Agencies as a new approach and logical extension of traditional outplacement services, Outplacement Tools helps job seekers to develop and control their own brand and online identity. The suite of tools facilitates the creation of resumes in multiple formats (PDF, RTF and Word), VCards for electronic correspondence and high quality printed business cards. Outplacement Tools' exclusive Site in 60 website builder allows non-technical users to build and post a professional-looking personal website in a matter of minutes. Site in 60 has options to incorporate search engine meta descriptions, meta tagging,

password protected resumes and other easy-to-implement advanced website features. The portal's Knowledge Center offers financial content and planning tools from Fusion Advisor Network, as well as an extensive online library about personal branding, Online Identity Management, and the use of the Internet for job search. The Web 2.0 content provides insight into maximizing the networking opportunities of growing social networks sites like LinkedIn(r), Facebook(r) and Spoke(r). Outplacement Tools guarantees that it will not resell any personal user information to third parties.

“In 2008, I had a first-hand opportunity to experience the business models of outplacement firms,” said Levine. “It became abundantly clear that job seekers could use a centralized portal to assist with personal marketing, document technologies and Internet know-how as applied to job search. That is why I created Outplacement Tools.”

Patrick Cox, CEO of The Professional Alternative, an IT staffing and recruitment firm offered the following observation of Outplacement Tools:

“When evaluating job candidates, Outplacement Tools' branding solutions would definitely have a positive impact on getting placed in a position faster.”

The offering has been well received by both Fortune 500 companies as well as smaller

independent companies. Brenda Vale, Senior Vice President, Human Resources, Merrill Communications (a 5000 employee firm headquartered in St Paul, MN) offered the following endorsement:

“Outplacement Tools offers a cost effective outplacement solution that brings together the best of new Web 2.0 networking and branding to help job seekers find new employment.”

“With unemployment rates approaching historic highs, I believe companies will want to arm their exiting employees with a low cost service that optimizes Personal Marketing in a Web 2.0 world.” said Levine.

For licensing information and rates, contact sales@OutplacementTools.com.

Outplacement Tools, a service of G2M4U, LLC, is the first company to organize personal branding tools and content focused on career transition, in an easy to use portal. If you would like more information, or to schedule an interview, please contact Duncan Todd at media@OutplacementTools.com or call 781-589-3558.

The Outplacement Tools logo is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=5951>

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