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PRESS RELEASE

No Elbow Grease Required – This Cool Canadian Idea Just *Works!*

A new approach to job recruitment puts the sizzle into Human Relations.

TORONTO September 25, 2006--Art Branch Inc. today announced the relaunch of JobForum.ca, an Internet community that promises to change the way the job recruitment process works by providing both job hunters and head hunters a fast and efficient conduit through the job pipeline.

"Job sites generally charge recruiters and employers hefty fees," said a spokesman for Art Branch, "but finding a good employee doesn't have to be painful and expensive for job recruiters and the job search process needn't be painful and frustrating for those seeking employment."

Targeted towards Canadian job seekers, JobForum.ca provides a free and easy route for recruiters to find talented professionals and for job seekers to find quality employment. Forum members are in direct contact with potential employers and employees and additionally develop the valuable, long-lasting contacts that are the life-blood of successful businesses and careers.

JobForum.ca brings communications between recruiters and job seekers to a new level. The key is job networking.

Networking through JobForum.ca eliminates the need for job hunters to wait for job fairs in their area, to submit faceless resumes, or scour pages of vacuous classified ads. It also gives them the fringe benefit of learning important details about relocation considerations such as housing availabilities, life-styles, and costs-of-living in different areas of Canada.

The JobForum.ca community releases recruiters and employers from the burden of searching through stacks of resumes to find the best candidates for job fulfillment with the added advantage of allowing them to easily locate potential employees from areas throughout the country. Employers publish their job availabilities or cherry-pick the best candidates through reviewing previous messages and details posted by forum job seekers.

Communication between potential employers and employees may be public as well as private, giving recruiters better insight into the qualifications of all potential candidates and job seekers better detail as to job specifications.

About JobForum.ca: JobForum.ca is an Internet community developed by parent company, Art Branch Inc., and designed to give member job seekers and recruiters free and easy access to the Canadian job market. Membership in JobForum.ca is completely free to all looking for work or looking to hire in Canada. Details about the site are available at www.jobforum.ca.

About Art Branch: Art Branch Inc., located in Toronto, Ontario, is the parent company of JobForum.ca and has developed several career resource sites including www.JobAgencies.ca. The goal of Art Branch is to provide visitors to company sites with free career information, job search, resume, and interview tips, facilitating better communication between Canadian job recruiters and job seekers. Future plans include the development of another useful job resource site www.InterviewQA.com.