

# News Release

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www.1Job.co.uk 

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## Job Seekers Caught In Rudolph Virus Epidemic!

Three weeks before Christmas 1Job.co.uk thought they would have a little fun and send out a URL for a seasonal game called “1Job’s Rooftop Challenge” (<http://www.happy-christmas.co.uk/1job>) to a number of friends and contacts as a greeting. “We felt it to be a little more ‘green’ than sending cards. What we didn’t expect was to virtually double our jobseeker traffic following Christmas and can only assume that we inadvertently created a successful platform for ‘viral marketing’.” said Managing Director Julian Felstead.

Hitwise also registered the affect of Rudolph’s effect on the innocent job seekers. “So many caught the bug, that 1Job.co.uk reached 7th in the Hitwise recruitment chart of 7th January” added Julian.

“The UK has been concerned for some time about the spread of Bird Flu from migrating birds, when the real danger was from Rudolph and his mutinous reindeers. Apparently the only cure available for MDD (Mad Deer Disease) is a new job prescription from 1Job.co.uk” quipped Marketing Manager Ivan Callanan from a psychiatrist’s couch...

1Job.co.uk, the UK and Ireland dedicated jobs search engine sends over 1,000,000 candidate click thrus to the job sites that it lists each month. For further information on their candidate attraction and delivery systems visit [www.1Job.co.uk](http://www.1Job.co.uk) or email [sales@1job.co.uk](mailto:sales@1job.co.uk) or telephone 0870 3500 230.

### Ends (210 words)

**About 1Job.co.uk - Jobs Search Engine:**

The 1Job - Jobs Search Engine displays over 150,000+ **new** job adverts each day. Over 1,000,000 click thrus to the job sites it lists each month. The business is operated by Direct Recruit Ltd, Swindon, Wiltshire. The search engine technology and algorithms were custom built in the UK and offer a unique job searching system for job hunters and a unique job advertising and traffic acquisition system for job advertisers.

**Contact:**

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Enclosure:

Screenshot of the game:

### Screenshot of the "1Job Rudolph's Rooftop Challenge" Game

**1Job's Rooftop Challenge 2**

Play Again

Santa's Workshop

40.0

Santa Distance: 0 miles

Move your mouse up and down to select the angle...

The power of the rocket depends on the length of the flame - biggest flame = most power!

Click to Fire!

**Overall Leaderboard.**

1.	evil ernie	953909
2.	Hi Ivan@AZ	572787
3.	Julia	433509
4.	steve smil	377269
5.	liz	361172
6.	Jane	317050
7.	Ivan	310808
8.	Robert	290157
9.	Jack L	287627
10.	John L	244981
11.	grif	212404
12.	Robert	194226
13.	Dee	152475
14.	Graham	144049
15.	Izzy	141763
16.	laura	121053
17.	Kerry T.	89918
18.	julia	57292
19.	Ivans AZ b	47199
20.	alain	36845

**1Job's Rooftop Challenge 2**

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Send to a friend!