



## **For Immediate Release**

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### **Beaker Launches Version 2.0 of Popular Online Recruiting Platform for the Life Sciences Industry**

*More features make it even easier for professionals to manage their career and stay connected to the industry*

**(Phoenix, Ariz. - December 10, 2008)** – Beaker, the premiere online community for the life sciences industry, announces today the release of the next generation of the Beaker platform. Breaking new ground in online recruitment technology, Beaker provides life sciences professionals with free access to relevant, industry-specific multimedia content, company profiles and career opportunities. For employers, Beaker highlights their organizations to a pool of qualified, active job seekers and hard-to-reach passive candidates, through multimedia employment branding and online recruitment services.

“Beaker’s new recruiting platform merges the traditional online job board with a multimedia career management and social networking platform, tailored specifically for the life sciences industry,” said Jeffrey Clark, CEO of Beaker. “Simply put, we can provide an efficient recruiting process by telling a company’s story very effectively and to a highly relevant user base through a compelling online platform.”

Supported by the latest technology, Beaker offers life sciences professionals a dynamic, online community that provides everything they need to manage a career in the industry including up-to-date industry information and content. For life sciences organizations, Beaker serves as a hub for the industry, where organizations can manage their recruiting more effectively and efficiently reach the best talent in the market.

“Beaker has provided our company access to a rich talent pool and we’re seeing positive results from our employment branding and online recruiting through the Beaker platform,” said Angela Peters from Life Technologies, the recent combination of Applied Biosystems and Invitrogen. “Because of its obvious value proposition and its focus on our industry, an early partnership with Beaker makes sense for our organization.”

### **About Beaker**

Beaker is the online community that provides life sciences professionals with free access to relevant, industry-specific multimedia content, company profiles and career opportunities. For life sciences employers, Beaker offers an opportunity to market their companies and organizations as potential career destinations to Beaker’s community of users. More information can be found at [www.beaker.com](http://www.beaker.com).

