



Washingtonpost.Newsweek Interactive to License Online Recruitment Technology to Cox Newspapers, Inc.

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ARLINGTON, Va.--Choice of WPNI Gives Cox Full, Customizable Access to Technology That Will Deliver Online Recruitment Solutions to Their Local Markets

Washingtonpost.Newsweek Interactive (WPNI), publisher of washingtonpost.com, announced today that it will license the technology used to power its local online recruitment site to Cox Newspapers, Inc.

By choosing WPNI's technology, Cox will get full, customizable access to the award-winning WashingtonJobs.com application. Cox will pay WPNI an undisclosed amount of money as part of the agreement.

Under terms of the agreement, Cox will receive the WashingtonJobs.com technology and initially build a customized online employment advertising and recruitment site operated by the Atlanta Journal-Constitution, its largest newspaper and the nation's 14th largest paper based on Sunday circulation.

"This agreement unquestionably strengthens the position of both companies, and creates a significant new source of revenue for WPNI," said WPNI CEO and publisher Christopher M. Schroeder. "By choosing our solution, Cox can build on the WashingtonJobs.com foundation to create customized local employment sites in the markets they serve."

Schroeder continued, "The recent online recruitment consolidation means media companies have a fundamental choice between joining a national network and building a custom local resource. Our solution, and the solution that Cox will now use and make their own, provides the trust and empowerment that you can only get with a truly local employment site. In online recruitment, there is no substitute for having a site that is customized to meet the needs of your local job seekers and employers."

"Washingtonpost.Newsweek Interactive has built the best online employment classified site and technology that we've seen," said Jay Smith, president of Cox Newspapers. "Marry that with the fact that the vast majority of employment is local, and we believe our newspapers are well-positioned to serve employers in our markets."

WashingtonJobs.com was launched by washingtonpost.com in July of 2000 and has released additional products and services throughout the last year. It has experienced consistently strong revenue and user growth since it debuted. This year the site was recognized as the best online classified section by both the Newspaper Association of America and Editor & Publisher.

No other jobs site in the nation combines market-leading functionality and depth with an unrivaled focus on the local market.

The technology that runs WashingtonJobs.com features a powerful interface that lets users search for and review listings by detailed local geography, industry and job functions, e-mail notification when jobs match a user's specified interests, aggregated job listings from other sources such as the newspaper and company Web sites, and a database that allows users to create and store up to three resumes and a cover letter.

The resume database also enables employers to search for candidates using localized search criteria, such as security clearance or desired work location. Employers can attract job seekers through a company profile that can include multimedia presentations, and immediately identify the best candidates by using a prescreening tool that automatically poses questions to applicants.

The site also provides special events, such as Virtual Career Fairs, that allow local employers and job seekers to interact online.

About WPNI

Washingtonpost.Newsweek Interactive is the new media and electronic publishing subsidiary of The Washington Post Company (NYSE:WPO). Its mission is to develop the company's editorial products and businesses on the Internet and across all electronic content delivery platforms. WPNI's flagship products include washingtonpost.com and Newsweek.MSNBC.com.

The company is headquartered in Arlington, VA.

About Cox Newspapers, Inc.

Cox Newspapers, Inc. publishes 18 daily newspapers and 30 non-daily newspapers and shoppers.

Other operations include interests in Val-Pak Direct Marketing Systems, Inc. (the nation's leader in cooperative direct mail advertising); Trader Publishing Co. (producers of a national network of auto, truck, boating, employment and real estate advertising magazines); Cox Custom Media (publishers of customized newsletters); PAGAS (direct mail advertisers); SP Newsprint (with newsprint mills in Dublin, Georgia and Newberg, Oregon); and Mary Engelbreit's Home Companion magazine.

Cox Newspapers is a subsidiary of Cox Enterprises, Inc. (www.coxenterprises.com) one of the nation's leading media companies and operators of automobile auctions.

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