



FOR IMMEDIATE RELEASE

Contact:

Kristin Mullen
Hermanoff & Associates
248.851.3993
kmullen@hermanoff.net

JobApp Network Appoints Ken Lang as Vice President of Sales & Marketing

Troy, Mich. – Dec. 18, 2007 – JobApp Network, a national provider of a leading subscription-based, automated phone and Internet hourly recruiting solution, announced that Ken Lang has joined the company as vice president of sales and marketing. Company CEO Fred Nussbaum made the announcement.

As vice president of sales and marketing, Lang is responsible for overseeing the sales and marketing team in driving revenue, brand recognition and customer retention efforts. According to Nussbaum, "Ken's major role will be to drive revenue while rapidly growing the sales and marketing team to take advantage of the momentum we are experiencing in the marketplace."

Accomplished at all aspects of the sales and marketing process, including product evangelism, lead generation, sales process, execution and contract negotiation, Lang brings 20 years of software industry experience to his role at JobApp Network. He has held various executive level positions including vice president of sales and marketing, vice president of marketing and general manager for companies such as Compuware, where he helped increase revenue by \$277 million (over 300%) for the file and data management product line over 5 years.

Prior to JobApp, Lang held the roles of vice-president of marketing at New World Systems where he ran marketing, telemarketing and sales administration and president of Business Evolution Consulting, an organization that specializes in helping small to medium technology companies master sales and marketing strategy, tactics and execution.

Lang is a graduate of the University of Pittsburgh where he obtained his bachelor's of information science. He currently resides in Milford, Mich. In his spare time he enjoys swimming, traveling and community service.

About JobApp Network

JobApp Network is "Changing the Way America Hires its Hourly Employees." The Troy, Michigan-based company provides a unique subscription-based automated phone and Internet solution for employers with hourly employees. The company uses a patented process to source, screen and score future employees, streamlining the hiring process, improving the quality of hire, and reducing turnover. This automated talent acquisition, screening and assessment solution was developed over the past decade by working with some of the largest Fortune 1,000 companies in the world. To learn more about JobApp Network please contact, (248) 597-3775 or visit, www.JobAppNetwork.com.

###