

## Global Outsourcing Impacts Freelance Employment Growth

*Freelance Work Statistics Reported by Guru.com Continue to Indicate Positive Trends*

Pittsburgh, PA — February 19, 2009 — Guru.com, the world's largest online marketplace for freelance talent, today released its Annual Report summarizing recent growth and innovation in global services outsourcing through December 31, 2008. At the close of the company's tenth year, the online services marketplace demonstrated core strength in helping businesses weather the current fiscal crises by cashing in on the emerging freelance work economy.

"Amidst challenging economic circumstances, Guru.com continues to provide value to all its members by presenting new opportunities for their collective pursuit of work and progress," said Guru.com CEO and Founder, Inder Guglani. "As the mindset of the global outsourcing market evolves, Guru.com is pleased to be at the forefront of a gradual business shift towards strategic freelance talent management as a lean alternative to traditional position-based hiring."

The report documents Guru.com's continued success over a five-year span in providing businesses with the most efficient and reliable online platform for connecting to and transacting with top freelance professionals. Key highlights from the company's 2008 record-high year include:

- An all-time high in posted projects as more businesses met their needs within budget and without overhead;
- A 27% increase in financial transactions indicating a profitable year for freelance professionals worldwide;
- A 25% increase in new freelancer profiles testifying to the expansion of the global freelance talent pool; and
- The launch of improved search, premium quote and feedback review features that serve to simplify the overall process of online freelance talent selection.

Within a year of extensive job losses and market fallouts, Guru.com has demonstrated leadership in global job creation by helping skilled professionals find economic opportunities within a fair and free market.

Guru.com's full Annual Report is available online at: <http://www.guru.com/enews/emp/online/19feb2009.html>.

### **About Guru.com:**

Guru.com ([www.guru.com](http://www.guru.com)) is the world's largest online marketplace for freelance talent. Created in 1998, Guru.com's web-based marketplace directly connects businesses with freelancers locally, nationally, or globally who specialize in over 160 professional categories including the following: website design, programming, graphic design, business consulting, and administrative support. Employers seeking professional expertise get quotes from freelancers on their contract work for free. Freelancers seeking work either register as a free (Basic) member or a subscribing (Guru) member.

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