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Freelance Marketplace Guru.com Outlines Roadmap for Progressive Site Overhaul

Introduction of Advanced Features Expected to Simplify Project Sourcing and Freelance Talent Selection

Pittsburgh, PA — June 24, 2009 — Building on Guru.com's leadership as the world's largest online marketplace for freelance talent, the company announced plans today for the roll-out of several new platform features and site enhancements focused on improving the efficiency and effectiveness of the online freelance sourcing process. The changes are expected to create a more ideal online working environment for the site's more than one million end users while dramatically improving site processing speed and performance.

The New Guru.com project encompasses a thorough site upgrade to bring usability to the forefront and give users a comprehensive service delivery platform that shrinks the time and effort required to find freelance talent.

Improvements planned for release include:

- Interface design changes to streamline use and make it easier than ever for Freelancers and Employers to connect on project sourcing needs.
- The introduction of search marketing tools to help users leverage their Guru.com profiles for maximum online visibility and success.
- Launch of a new Community section featuring interactive features, forums, news and other company info to help users get the most of their outsourcing experiences.
- Search enhancements to accelerate user access to and organization of purpose-driven information that supports project sourcing and freelance talent selection needs.

Comprehensive efforts to streamline performance, features and services will continue concurrently as the underlying architecture of the site evolves with the latest web technologies.

"Guru.com understands that site usability and performance have significant impact on the productivity of our users every day," said Shankar Krish, Vice President of Product Development for Guru.com. "The coming changes will leverage the latest advances in the Internet and user interaction space to maximize the work potential of our member community in all their business interactions – locally, nationally or globally."

Availability

Implementation is set to unfold against an aggressive timeline over the coming months. Users can anticipate interface changes as early as mid-July, with the first adjustments to be made to the site's login pages. Details and dates for individual features will be announced to site members online in the Guru.com Resource Center.

About Guru.com:

Guru.com (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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