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## en-japan Enters the Integrated Part-Time Recruitment Advertising Market!

~ “Evaluation” Points and “Mini-Bonuses” based on Work Performance  
The Industry’s First Skills Development Part-Time Recruitment Website ~

en-japan inc. (Shinjuku-ku, Tokyo; Michikatsu Ochi, President and CEO; “en-japan” or “Company,” below) will open a new part-time job recruitment advertising web site in February 2008, entering the estimated ¥200 billion Japanese Part-Time Recruitment Advertising Market.

The integrated part-time job recruitment advertising market is the only segment of the recruitment advertising market en-japan has yet to enter. With this new part-time job recruitment web site, the Company will complete its product lineup, covering all areas of recruitment advertising, from full-time/ contract employment to temporary staffing to new graduate employment and now part-time work.

### ■en-japan’s Entry into and Goals for the Part-Time Job Recruitment Advertising Market

The part-time labor market in Japan has suffered chronic worker shortages due to the impact of the country’s economic recovery and declining birth rate. These conditions make it very difficult to secure high-quality part-time workers, and companies that rely on part-time labor for the bulk of their staffing are feeling the effects.

At the same time, many part-time workers view part-time positions as a way to simply earn spending money, have a poor attitude toward work, resign after a short time, frequently cancel with little notice, or impatiently watch the clock during the workday.

The goal of en-japan is to foster a new attitude about part-time work as an opportunity for young people to learn and grow, rather than merely a way to earn some money . In so doing, the Company believes it can help solve the current issues facing the integrated part-time job recruitment market.

With this new website, the Company will position part-time work as an opportunity for young people to learn and grow by implementing a post-work “evaluation” process. The Company believes that this type of feedback will improve worker attitudes, creating an positive environment for meaningful part-time labor.

\* The term “Evaluation” covers attributes developed by the Company to describe the attitudes/ skills for part-time laborers most sought by society.

The evaluation covers 15 different areas of basic attitudes and job skills, including whether the worker is pro-actively engaged in their work, work attendance, willingness to suggest improvements or ideas, and other such categories.

The Company hopes to use this new part-time job recruitment site to help part-time laborers take responsibility for creating their own added value, fostering a segment of high-quality labor, while at the same time helping corporations find excellent part-time employees.

<<Service Features>>

▼ Accumulate part-time job “Evaluation” points to earn mini-bonuses from en-japan!

The Company has developed a mechanism whereby part-time workers can receive an “Evaluation/ Advice” from their managers at the conclusion of part-time employment. This objective feedback and advice will help workers learn more about their own work and attitudes, serving as food for further growth.

Part-time workers will receive points based on their evaluations, earning a “mini-bonus” from the en-japan offices as an added performance incentive.

\* The Company has applied for a patent covering its system for the Evaluation and Mini-Bonus process

▼ Access to high hourly wage work not generally advertised!

After describing their part-time work experience and qualifications, registrants with particular skills, etc. will begin receiving information about high hourly wage jobs not normally subject to wide public advertisement from companies that appreciate their registered skills.



▼ Membership system ensures high-quality matching!

The Company will adopt a membership registration system to ensure quality matches between companies and job seekers.

<< Benefits for the Employer >>

Part-time workers will engage in their work with an eye toward the “Evaluation” coming at the end of the service. This will result in higher-quality part-time laborers available to the company.

All employment information will meticulously detail the evaluation points available for good work performance, allowing companies to find part-time laborers with the right set of qualifications.

<< Benefits for the Job Seeker >>

After the end of the service period, part-time workers will receive an objective evaluation through which they can learn more about their own strengths and weaknesses. This will help the individual worker build their set of skills.

Students will be able to benefit from this opportunity to “learn and grow” by using the experience and third-party evaluations to differentiate themselves from other applicants during their future full-time employment search after graduation.

<< Future Expansion >>

This new site will be called “[en] Part-time Jobs Plus,” inheriting the name of the Company’s current site specializing in part-time to full-time employment recruitment advertising. The current service specializing in part-time to full-time employment recruitment will be re-launched and operated as a satellite site called “[en] Part-time Jobs Plus – Challenge! Regular Employee!”

In combination with this satellite site, the Company expects “[en] Part-time Jobs Plus” to reach 950,000 registered users and annual sales of ¥4 billion over the next three years.

▼ display image of the new part-time job recruitment advertising website

