

**FOR IMMEDIATE RELEASE**

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## **BRAINHUNTER LAUNCHES BPO CENTRE IN INDIA**

### **BPO Centre Core to Strategic Growth Initiatives**

**Toronto, Ontario, March 9, 2005** - Brainhunter Inc. ("Brainhunter" or the "Company") (TSX:BH) is pleased to announce the launch of its Business Process Outsourcing ("BPO") centre in India. The BPO Centre is a core component of Brainhunter's strategy to provide its customers with the most comprehensive recruiting and staffing services and solutions in the marketplace today.

Together with a fully integrated technology platform encompassing Applicant Tracking Systems, Vendor Management Systems, Back Office Systems, a network of over 85 specialized Job Boards and one of the largest active databases of professionals in North America, the BPO Centre adds to Brainhunter 24/7 recruiting capability for contract staffing in both Canada and the United States, telemarketing support for Job Board sales initiatives and supports strategic relationship initiatives in India focussed on total outsourcing solutions.

Business Process Outsourcing occurs when an organization turns over the management of particular business processes to a third party that specializes in that process. Through the right mix of business process improvement, labour arbitrage and technology enhancements, BPO is aimed at reducing operational costs, increasing service levels and essentially increasing the overall efficiencies of the business. Brainhunter views the BPO Centre as a core component contributing to the successful implementation of key strategic initiatives, including recruiting support for strategic acquisitions and Brainhunter's Partnering program and Client Centric sales strategies in the U.S. Staffing industry.

Brainhunter's BPO strategy is focussed on both better execution of select internal activities including recruiting and sales support along with allowing Brainhunter through strategic relationships in India, a competitive advantage in providing core expertise in the following areas:

- ✓ Finance and administrative solutions
- ✓ Telemarketing services including call centres
- ✓ Procurement solutions
- ✓ IT Help Desk Services
- ✓ HR Processing Solutions
- ✓ Technical Support Services

Initially, Brainhunter's BPO services will focus on industry verticals where Brainhunter has strong domain knowledge, expertise and business relationships, namely financial services, petrochemical, telecom, retail and healthcare. Emphasis is on business processes where Brainhunter has specialized knowledge and where the value proposition for our customers has an immediate ROI impact.

Brainhunter is currently finalizing negotiations that will formalize a number of strategic relationships with core specialized service providers in India. These relationships combined with Brainhunter's recruiting and staffing technology platform will position Brainhunter as a pre-eminent provider of recruiting and staffing services and solutions for its customers in IT, Engineering and Healthcare.

Brainhunter's BPO Centre is fully equipped with voice over IP capability and will operate across multiple channels including voice, email, chat and data, along with blended channels to yield optimum performance. The centre operates 24/7 to provide coverage across global time zones. The centre is expected to grow to over 100 employees by the end of 2005 plus multiple strategic relationships to leverage this employee base. The internal support activities including recruiting capability supporting contract staffing initiatives and Job Board activities supported by fully dedicated telemarketing activities are all being supplied at better than an 80 percent cost advantage to equivalent activities in North America. From a service offering perspective, the BPO Centre will also allow Brainhunter to offer our customers access to global staff, processes, resources and technology as and when they are needed.

Brainhunter's BPO Centre is a further step in establishing Brainhunter as a pre-eminent provider of technology and infrastructure capability in managing all aspects of the business relationship between customer, contract staffing personnel and agency.

Brainhunter is in the business of providing recruiting and staffing solutions and services to its customers, which not only includes providing technology, but also qualified people, whether these people are domestically located or located within strategic partnerships in offshore locations.

### **About Brainhunter Inc.**

Brainhunter is a high value added technology company specializing in providing end-to-end recruiting and staffing solutions and services. The Company provides IT, Engineering, Industrial and Health Care professionals on a full time and contract basis along with web enabled software solutions handling all aspects of the recruiting and staffing relationship between customer, contractor and agency, including all back office functions. Technology and services are provided to customers throughout Canada, the United States and globally under the brand Brainhunter, and are divided into five core interrelated revenue streams as follows:

- 1. Contract Staffing (Core Business / High Growth / IT, Engineering, Industrial, Health Care)**
- 2. Permanent Staffing (Essential Service /Full Service, Virtual Agency)**
- 3. Specialized Job Boards (Core Business / High Growth / Job Postings, Database Access)**
- 4. Software Licenses (Essential Service / Applicant Tracking, Vendor Management, Back Office Systems)**
- 5. Professional Services (Essential Service / Project Management, Technology Platform Support, Solutions Delivery, Business Process Outsourcing ("BPO"))**

Brainhunter's Technology Platform and Best practices are believed to deliver the most cost effective, flexible and customizable recruiting and staffing solutions and processes in the marketplace today. The Platform is deployed internally and is sold externally in a modular capacity or as a fully integrated end-to-end solution on an ASP Model to customers in

conjunction with Brainhunter's extensive Job Board Technology and Job Seeker Database capability (over 1 million resumes). The Platform provides the engine driving Brainhunter's high-growth Recruiting and Staffing Solutions and Services strategy. It is supported by the Company's solutions division which employs approximately 100 highly specialized, fully billable technical employees driving a highly profitable solutions business.

Brainhunter is a publicly traded company with a senior listing on the Toronto Stock Exchange. Brainhunter deploys over 700 Contractors / Consultants with an internal staff of approximately 150 personnel. The Company has offices in Toronto, Ottawa, Calgary, Vancouver, a correspondence relationship in China and now has the BPO office in India.

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