

The logo for Seeking Alpha, with the text 'Seeking Alpha' in white and a gold Greek letter alpha symbol to the right, all on a dark red background.

## Dice Holdings, Inc. Q4 2008 Earnings Call Transcript

### Question-and-Answer Session

---

#### Operator

(Operator Instructions) Your first call comes from Imran Khan – J.P. Morgan.

#### Imran Khan – J.P. Morgan

You talked about expanding the job in other verticals for E-financial Careers. I was trying to get a better sense. Are you planning to hire new sales reps on that area or are you limiting your sales force, and if so what kind of time necessary? Second thing, you're really cutting a lot of costs and I'm trying to understand, if you could talk a little more where you're cutting the cost. It seems like the sales and marketing costs have come down \$15 million plus. Which area in sales and marketing are you cutting costs? If you could give some more color on the sales cost cuts that would be very helpful.

#### Scot Melland

I guess first on the E-financial Careers side, I should probably clarify a little bit. We're really not expanding it into additional verticals. We're expanding really the job types that we are going to promote and focus on on the site. So we're adding other financial positions that historically have not been a big focus like senior level positions in corporate America, positions in the public sector, positions in insurance, retail, brokerage and other types of things. I wouldn't characterize it as a move into another vertical. It's really an expansion of job types that these people really do qualify for and these people are really very interested in.

In terms of the sales side of it, we are expanding the number of sales people within our current sales group that will be able to sell that service. Historically we've sold that service because it was primarily capital markets focused, sold it through a specialized team of people with a lot of experience in the capital markets industry.

We're now expanding the number of sales people within our sales organization that will be able to sell that product. I think that's pretty good news there.

On the cost cutting side, we are cutting costs, no doubt about that and most of that cost cutting is being felt in the sales and marketing area, and most of that is in the job seeker side of the fence. But as I mentioned in my comments, and Mike mentioned in his, I think we feel pretty comfortable that the performance of the service is very strong right now, and so we definitely have the flexibility to do that.

Copyright © 2008 CNET Networks, Inc. All Rights Reserved.