

RightMinds and SnagAJob.com Launch new E-Card Store with an Attitude

A new virtual card store lets users tell co-workers and friends what they really think. One card says, "No one will call you a loser... Because you got fired." The e-cards are free.

Richmond, VA (FPRC) July 7, 2008 -- RightMinds, a Richmond-based integrated marketing agency, in collaboration with SnagAJob.com, the leading on-line source for hourly jobs, have created AFTERTHOUGHTS, a collection of customizable e-cards with an edge. The interactive greeting cards take a realistic look at life in the working world and are the perfect way to send valued co-workers and friends a message.

There are 18 different AFTERTHOUGHTS e-cards, which are available in six work-related categories, including Apology, Congrats, Thinking of You, Thank You, Friendship and Special Occasions. As opposed to sappy, expensive, need-a-stamp, store-bought cards, AFTERTHOUGHTS are free and are designed for real-life situations. One Apology e-card says, "Your boss could be worse... Actually, that's a lie," while a Special Occasion card states, "No one will call you a quitter... Because you got fired." Each card provides an opportunity to "fill in the blank" with the sender's sentiments or use the Mad Libs-like Random Text Generator when the sender doesn't care enough to write their own thoughtful message. AFTERTHOUGHTS can be accessed through the SnagAJob.com Web site or directly at www.afterthoughts.snagajob.com.

RightMinds president and CEO Chris Thurston says AFTERTHOUGHTS are a perfect fit for SnagAJob.com's brand personality: "We wanted to create e-cards that would actually bring a smile to a friend or co-worker's face," Thurston said. "Drugstore cards are great for Aunt Polly, but they're not edgy enough for the 18 to 29 crowd. AFTERTHOUGHTS are the fresh and free alternative for today's hourly workers."

SnagAJob.com senior vice president of marketing Cathy McCarthy expects AFTERTHOUGHTS viral appeal will help drive traffic to the company's Web site: "AFTERTHOUGHTS is SnagAJob.com's virtual card store with an attitude," McCarthy said. "It's a great free resource for our registered job seekers to express their creative side and maybe even blow off a little good-natured steam."

RightMinds (www.rightminds.com) is a strategic marketing company that provides marketing consulting, solutions and infrastructure to extend consumer and business-to-business marketing operations and to empower brands. In addition to being particularly strategic, RightMinds has integrated a team of expert implementers in the disciplines of advertising, marketing, media, public relations, and web in order to be able to accomplish any client objective. RightMinds serves a variety of regional and national clients from its Richmond, Virginia headquarters.

SnagAJob.com, America's largest hourly job Web site, has helped connect hourly workers with quality full-time and part-time jobs in a wide range of industries since 2000. Headquartered in Richmond, Va., SnagAJob.com also provides both job seekers and employers with valued insights and a cutting-edge interface that are unique to hourly employment. That, combined with more than 130 million annual searches, 10 million registered job seekers and 100,000 active job postings,

makes SnagAJob.com exceptionally qualified to share the experiences of the hourly workforce with the rest of the country. Current clients include The Home Depot®, Target®, FedEx®, Boston Market®, Chick-fil-A®, Bed Bath & Beyond®, T-Mobile®, Michaels® and Jiffy Lube®. Learn more about the No. 1 source for hourly employment at www.SnagAJob.com

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