



FOR IMMEDIATE RELEASE

Contact:

Kate Johnson

Treeline Incorporated

781-439-3243

krjohnson72@verizon.net

Treeline, Inc. revolutionizes the recruiting industry with the launch of its pioneering search software application "DADO"

First of its kind DADO is confidential web-based search tool that automates the recruiting process, saving hiring managers time and money.

Wakefield, Massachusetts: May 11, 2010: Treeline, Inc. today announced the launch of its revolutionary new job search technology called "DADO." DADO is a confidential web-based search tool that matches talented candidates to clients' key hiring criteria. The creation and roll-out of this pioneering software application is the first of its kind in the nation. Not only will DADO change the way the recruiting industry does business, it will transform the way companies across the board recruit their employees.

"In today's economy, with so many applicants seeking so few available roles, resumes and job boards have become outdated," says Treeline Founder and President Daniel S. Fantasia. "Companies can't spend countless hours combing through hundreds of resumes or searching job boards that are not set up to conduct targeted searches. That's why we created DADO: to streamline the recruiting process and allow clients to identify and hire viable, well-qualified candidates in a much shorter amount of time, with a much clearer picture of who they're hiring and how that person fits into their organization."

Not only does DADO provide hiring managers with critical information such as candidates' average sale cycle, deal size and quota, it gives them a chance to watch candidate videos and view professional recommendations in one simple view online. For candidates who may not stand out on paper, DADO presents an opportunity to grab employers' attention using multi-media. The result is an online collaborative sales community.

From a financial standpoint, DADO has made Treeline's business model much more scalable. With DADO, Fantasia can work smarter and do ten times more volume with fewer employees. So far, thousands of Treeline's candidates have taken advantage of DADO. Fantasia expects the balance of the firm's 40,000 candidates will create their DADO profiles by the end of the year. At that rate, it will pay for itself in six months and increase business tenfold. Candidates and clients can join DADO by visiting www.treeline-inc.com and clicking the DADO icon on the front page.

The name DADO comes from a very functional and strong method for connecting two pieces of wood. When both pieces fit together snugly, the result is a perfect fit. That's what Dado connotes to Fantasia: a perfect fit between client and candidate.

###

Treeline, Inc. is the nation's premier recruiting firm focused exclusively on sales. Treeline offers direct hire contingency-based placement services and sales-focused professional services. Treeline was named as one of Inc. Magazine's Top 5000 Fastest Growing Private Companies in the nation and among New England's Top 25 Fastest Growing Private Companies for two consecutive years. The firm was also recently named as the region's Best Place to Work by the Boston Business Journal. To learn more about Treeline, Inc. call 781-876-8100 or visit www.treeline-inc.com.