



Statement by Robert L. Johnson on the Launch of OppsPlace.com
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As the founder of Black Entertainment Television (BET) and The RLJ Companies, I have always been committed to providing opportunities for minority employees and minority businesses. One of the biggest challenges today facing minority Americans is, how do we identify opportunities to work in corporate America and become business vendors and suppliers to major U.S. companies.

Today, in partnership with Ariel Friedler, founder and president of Symplicity, we are announcing the launch of OppsPlace, the first and only minority-owned web-based employment and business site that will aggregate minority job candidates, minority businesses, and provide corporations to a cost-efficient and cost-effective way to directly target minority employees and businesses.

Symplicity is a preeminent software company with a portfolio that includes the Career Services Manager™, which is the market leader in career tools, serving millions of job seekers and more than one thousand higher education institutions, corporations and government agencies.

Together, The RLJ Companies and Symplicity have provided a significant amount of resources and capital to make OppsPlace the preeminent website for corporations looking to attract minority job seekers and minority businesses on the Internet.

I am personally committed to using business solutions to solve social problems such as the high rate of minority unemployment and limited minority business opportunities. OppsPlace will help address this problem. OppsPlace will help corporations fulfill their diversity objectives, while meeting the workforce needs and supplier participation goals of their business.

The cost to participate in this unique opportunity is \$20,000 for a charter membership.

OppsPlace will allow minority job seekers and business owners the opportunity to engage with human resources and minority supplier executives in a manner that will enhance the likelihood of employment and vendor relationships.

Over time our goal will be for OppsPlace will become a robust interactive social network destination for minorities to obtain and exchange information about one of the most important aspect of all of our lives – our financial well-being and that of our families.

As the CEOs, HR, diversity, and procurement officers of your organizations, I hope you will take the time during today's conference to visit the OppsPlace booth and visit us online at www.oppsplace.com to find out more about how you and your company can get involved with the OppsPlace initiative.

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