

KABOOSE™

Kaboose is the largest independent, family-focused online media company in North America and one of the top-five most visited family destinations online. From pregnancy to parenting, birthday parties to scrapbooking, and entertainment to education, Kaboose has the content and applications to help parents plan and share their family life. Kaboose owns some of the world's leading online properties targeting families, including BabyZone.com, ParentZone.com, Kaboose.com, AmazingMoms.com, TwoPeasInABucket.com, BubbleShare.com; BirthdayInABox.com, Funschool.com and Zeeks.com.

Kaboose trades on the Toronto Stock Exchange under the symbol "KAB"

Two Peas was named the Top Internet Site and Top Internet Retailer in 2007 by readers of *Creating Keepsakes* scrapbook magazine for the fifth consecutive year. The three months ended December 31, 2006 marked the fourth consecutive quarter in which Two Peas received a Hitwise Top 10 Award, ranking in the top ten amongst all U.S. websites in the Lifestyle – Hobbies and Crafts category. Two Peas has ranked as the Number 1 site by Scrapbooking Top 50 for the last four years.

Location: **Toronto, ON** or **Middleton, WI.**

Executive Producer, Two Peas in a Bucket

The Role:

Two Peas has become the leading online scrapbooking destination by providing rich editorial content and a vibrant, satisfying interactive experience for its members. We are seeking a creative force with proven business and leadership skills to propel **Two Peas in a Bucket** to new and exciting heights.

Responsible for:

- Strategic & Operational positioning of Web property
- Understanding marketplace and competitive landscape
- Understanding usability and site functionality and improve user satisfaction
- Developing and packaging of content
 - Working with Creative Director to lead, plan and develop projects
 - Ensuring passionate editorial voice exists throughout the website
 - Developing and implementing editorial strategies to attract and build new audiences
 - Representing Two Peas at industry and public events
- Participating daily on community message boards and blogs
- Working closely with existing ad sales team to create valuable integrated advertising products
- Leading annual and quarterly strategic and operational planning process.
- Ensuring community feedback and wishes are incorporated into site development and operational practices.
- Writing and/or overseeing weekly site newsletters
- Managing relationship with Kaboose business and editorial teams to ensure cross network coordination and revenue attainment

Experience and Qualifications:

- Demonstrated Scrapbooking industry knowledge (required)
- 4+ years of online production experience
- 5+ years managerial experience (required)
- Understanding of all aspects of Web site content creation, including information architecture, asset-management and publishing technology
- Editorial experience in a print environment (desirable)
- Demonstrated ability to write engaging copy on deadline
- Prior experience in content creation with large, consumer-facing Internet-based business (i.e. portal, search engine or ISP)
- Understanding consumer marketplace, search and browse technologies, Web site performance analytics, and email newsletters.

Apply in confidence to: erin.stevenson@kabooseinc.com

Salary & Benefits: Competitive