



News Release

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For Immediate Release*

CANWEST PUBLISHING JOINS ASTECH'S MAAX COMMUNITY

DENVER, April 1, 2008 – Canwest Publishing has contracted with ASTECH InterMedia for the MAAX™ Solution Suite, the groundbreaking data-driven marketing automation system currently employed by more than 70 newsmedia companies worldwide.

Canwest Publishing Inc. is Canada's largest publisher of paid English-language daily newspapers with an estimated weekly readership of 4.8 million people. Publications include the National Post and ten major-market dailies. MAAX is seen as the ideal instrument to facilitate audience growth across multiple platforms because of its incomparable functionality in data integration, analysis and campaign management.

A key component of the MAAX suite is Email Reaction, ASTECH's online marketing solution that will be leveraged by Canwest to drive data-driven communications across digital platforms to improve customer development and engagement.

Craig Barnard, Senior Vice President, Reader Sales & Service with Canwest Publishing said, "Our organization is very excited about this new partnership with ASTECH. MAAX is a tremendous marketing tool which will greatly improve our ability to better manage both acquisition and retention programs for our newspapers."

With MAAX, ASTECH has created a powerful, cost-efficient and scalable marketing automation solution that front-line managers can understand and actively use in their daily approach to the business. The MAAX database is updated daily to provide marketers with the most timely, accurate information and to optimize campaign performance.

Canwest joins a prestigious list of major newsmedia firms on the ASTECH client list including the Toronto Star, McClatchy, Gannett, Cox, MediaNews, Advance, Freedom, New York Times Company and The Globe and Mail.

"Canwest is a very well-managed media organization with a progressive vision for its future. We are very fortunate and grateful to have such an enlightened new member of the MAAX Client Community," says Tom Ratkovich, ASTECH president & CEO

ASTECH InterMedia is the leading marketing systems company dedicated to serving the evolving needs of the newsmedia. The company, founded in 1992, supports the strategic data-driven marketing initiatives of more than 200 newspapers worldwide. Its innovative marketing solutions include a variety of consulting and education services, application-specific software and data products.

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