



## News Release

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For Immediate Release

### **ASTECH, MAAX™ TO SUPPORT TORONTO STAR AUDIENCE DEVELOPMENT INITIATIVES**

DENVER, January 14, 2008 – Canada's largest daily newspaper, the **Toronto Star**, has contracted with ASTECH InterMedia for the MAAX™ Solution Suite, the groundbreaking database marketing system currently employed by more than 70 newsmedia companies worldwide.

The **Star** is recognized as an industry leader in the migration of focus from print circulation to total audience development. 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.

"Even as our industry faces challenging times, there are certain new expenditures that are required to ensure we hold our leading advertising position over the longer term. Investing in the people and technology to ensure effective data management is a perfect example of that type of spending. Finding innovative ways to improve advertising effectiveness is our primary focus these days. There is a lot more going on than just selling the traditional full-price 7-day subscriber" says Sandy MacLeod, Vice President of Consumer Marketing and Strategy.

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.

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

"We are truly fortunate and grateful to have the Toronto Star as an active member of the MAAX Client Community," says Tom Ratkovich, ASTECH president & CEO. "The company is innovative, forward-thinking and justifiably optimistic about the future of the newsmedia – all of which make it a great fit for ASTECH and for its peers in that community."

The **Toronto Star** is Canada's largest daily newspaper, with the largest readership in the country. It is published seven days a week in the Greater Toronto Area and is owned by Toronto Star Newspapers Limited, a wholly owned subsidiary of Torstar Corporation.

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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