



## News Release

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For Immediate Release



### **ASTECH WELCOMES AL FROWISS AS CHIEF OPERATING OFFICER**

DENVER, January 14, 2008 – ASTECH InterMedia is pleased to announce that Albert B. Frowiss has joined the company as Chief Operating Officer. Bringing a wealth of experience to the role, Al's impact on day-to-day operations and client services is already being felt throughout ASTECH and its client community.

Tom Ratkovich, President of ASTECH InterMedia said, "*Al is both an expert in data-driven marketing automation and a long-time friend of ASTECH. We are incredibly fortunate to have someone of his caliber lead our initiatives in maintaining a world-class operational environment and conscientious client support. The ASTECH client community is really going to like what he is doing for our company.*"

The combination of Al's management experience and his field experience with marketing technology implementation, customer data management and strategic marketing provides a solid foundation for Al's new role. His responsibilities will include oversight of day-to-day operations, client account management and the execution of customer-focused technology initiatives in support of ASTECH's overall business objectives.

When asked about joining ASTECH, Al said "*I am thrilled to join ASTECH and the ASTECH community of leading newspapers. ASTECH's reputation as an industry leader, along with a great veteran staff, provides a solid foundation for continued success. I look forward to working directly with each of our client's in a shared vision of leveraging core data assets, marketing technologies and data driven marketing toward improved marketing accountability and revenue success growth.*"

Al's recent professional experience includes serving as a corporate consultant to Copley Press Inc./San Diego Union-Tribune, implementing strategic marketing initiatives utilizing marketing technologies, customer data management and market segmentation applications. Al started his career with National Decision Systems, a data and marketing information company now known as Claritas. His years of experience since then include leadership roles in corporate roll-outs of marketing technology solutions and over two dozen product introductions utilizing advanced GIS and database marketing tools.

A native San Diegan, Al is quickly adjusting to the seasonal challenges of ASTECH's Denver, CO headquarters. In his spare time, Al is active as a volunteer administrator and international referee in USA Water Polo. "I may need to take up ice skating instead of water polo now!" he laments.

ASTECH InterMedia is the leading marketing systems company dedicated to serving the evolving needs of the news media. 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, including MAAX, the dominant data-driven automation system supporting the audience development and new revenue initiatives of the newsmedia.

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