



News Release

*Contact: Tom Ratkovich
(303) 296-9966
ter@ASTECH-intermedia.com
For Immediate Release*

DULUTH NEWS TRIBUNE PUTS TRUST IN MAAX

DENVER, May 24, 2005 – The Duluth News Tribune has contracted with ASTECH InterMedia to implement ASTECH's MAAX™ Solution Suite.

According to Marti Buscaglia, Duluth's President and Publisher, "I believe MAAX is crucial to our meeting our circulation goals. Our customer data is not aggregated in any one space at the moment. We know little about our customers beyond the obvious. In this day and age there's no excuse for that. MAAX is essential as far as I'm concerned."

The MAAX Solution Suite was Duluth's choice for two reasons. "First, ASTECH is a very trusted name as a newspaper data tools provider. Second, the ease of use of MAAX is unprecedented in anything of that caliber that I've ever seen. And it's so user friendly, even a publisher could run it!"

With MAAX, ASTECH has created a powerful, cost-efficient and scalable marketing database solution tool-set that front-line managers can understand and actively use in their daily approach to the business.

The News Tribune joins more than 30 newspaper companies that currently employ the MAAX database solution worldwide.

The Duluth News Tribune covers Duluth, MN and the Lake Superior area. Owned by Knight Ridder, the News Tribune and its online channel bring subscribers news, sports, entertainment, community information, classifieds, weather and more for the area.

ASTECH InterMedia is the leading marketing systems company dedicated to serving the evolving needs of the publishers. The company, founded in 1992, supports the strategic data-driven marketing initiatives of more than 160 newspapers worldwide. Its innovative marketing solutions include a variety of consulting and education services, application-specific software and data products.

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