



## News Release

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For Immediate Release

### **THE MAAX™ COMMUNITY WELCOMES FREEDOM ORANGE COUNTY INFORMATION**

DENVER, May , 2007 – Freedom Orange County Information, a business of Freedom Communications, the 14<sup>th</sup> largest media company in the USA, will implement ASTECH InterMedia's MAAX™ Solution Suite at its leading metro daily, The Orange County Register.

The primary business drivers for the Register include:

- Revenue-driven direct marketing initiatives that will diversify revenue streams and compete advantageously in the media environment; and
- The desire to improve the productivity of subscriber marketing efforts, specifically by leveraging MAAX to manage and implement multi-channel campaigns and communications designed to enhance subscriber retention and value.

With MAAX, ASTECH has created a powerful, cost-efficient and scalable marketing database 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.

Based in Santa Ana, Calif., Freedom Orange County Information publishes The Orange County Register, OC Post, 24 community newspapers, Spanish-language Excelsior, [SqueezeOC.com](http://SqueezeOC.com) and SqueezeOC magazine, [OCRegister.com](http://OCRegister.com), [OCPost.com](http://OCPost.com), [OCExcelsior.com](http://OCExcelsior.com), [DiscoverOC.com](http://DiscoverOC.com), insert advertising products [OC\\$aver](http://OC$aver) and [OC\\$aver This Week](http://OC$aver This Week), *Coast*, *Orange County Home*, *Coast kids* and *Preferred Destinations* magazines. Freedom Orange County is a business of [Freedom Communications, Inc.](http://Freedom Communications, Inc.), a national privately owned information and entertainment company of print publications, broadcast television stations and interactive businesses.

ASTECH InterMedia is the leading marketing systems company dedicated to serving the evolving needs of the newspaper industry – and what that industry is becoming. 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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