



News Release

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

MICHIGAN NEWSPAPERS CHOOSE MAAAX™

DENVER, April 9, 2007 – The Grand Rapids Press and Kalamazoo Gazette, affiliates of Advance Publications, have contracted with ASTECH InterMedia to implement ASTECH's MAAAX™ Solution Suite. These companies join more than 60 newspaper firms that currently employ the MAAAX database solution worldwide.

The Database Marketing Groups of the two companies will immediately deploy MAAAX to support product development initiatives and diversify revenue streams. MAAAX allows the newspapers to integrate advertiser customer files into the marketing database, develop detailed demographic and lifestyle profiles of those customers, and target high potential consumers for advertiser communications.

Although revenue growth is the immediate objective, MAAAX will also be leveraged to support circulation sales and marketing activities in the near future.

With MAAAX, 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 MAAAX database is updated daily to provide marketers with the most timely, accurate information and to optimize campaign performance.

The Grand Rapids Press is the largest of Michigan's eight Booth newspapers, all owned by Advance Newspapers. The Press is published every weekday evening; Saturday, Sunday and holiday mornings. At the hub of West Michigan, it serves all of Kent and Ottawa counties, and is distributed in 28 additional counties. Sunday and daily readership totals are 503,080 and 309,590, respectively.

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.

#