



News Release

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For Immediate Release*

THE OREGONIAN SELECTS ASTECH, MAAX™

DENVER, March 16, 2007 –The Oregonian in Portland, an affiliate of Advance Publications, has contracted with ASTECH InterMedia to implement ASTECH's MAAX™ Solution Suite. The company joins more than 60 newspaper firms that currently employ the MAAX database solution worldwide.

The Oregonian expects substantial productivity gains in its subscriber marketing initiatives – particularly direct marketing channels such as telemarketing and mail. Furthermore, the company anticipates significant profitability gains through improved collection procedures.

The advertising division in Portland will deploy MAAX to support product development initiatives and diversify revenue streams. MAAX allows The Oregonian 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.

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.

Nearly 81% of the 1.2 million adults living in the Portland area read The Oregonian or OregonLive.com, the online home of The Oregonian. The newspaper is among the most widely read in the western United States with a Sunday circulation in excess of 380,000.

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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