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STI: PopStats First-to-Market with 2006 Population Estimates

April 2006 Release includes Over 180 Fields of New Demographic Data

AUSTIN, TX -- APRIL 3, 2006 -- Synergos Technologies, Inc., an innovator of timely and accurate consumer data products for retailers, announces the updated quarterly release of STI: PopStats -- the retail industry's first and only quarterly population estimates. This is the 19th version, and the first-to-market release of 2006 U.S. population estimates for the retail industry.

STI: PopStats gives retailers immediate access to the latest population counts in markets across the country, so they can make smarter and more profitable location-centric business decisions. The new release includes nine quarters of updated and revised population data, encompassing over 800 data variables.

New demographic variables added to the April 2006 release of STI: PopStats include:

- Household income by age of householder data
- Workforce population data
- Employment by industry data
- Employment by occupation data
- Workers per family household data

“STI: PopStats previously provided both householder income and age data, but the new version combines the two, so that market researchers can identify incomes by age of householders,” says Robert Welch, President of Synergos Technologies. “What’s more, the new release includes workforce data that tells retailers how many consumers in a given market are employed and how many are unemployed.

“STI: PopStats’s new demographic data is designed to solve real-world problems experienced by our clients, which include many of today’s largest and fastest growing retailers,” says Welch. “Our clients are aggressive market researchers, continually searching for today’s hard-to-find high-growth markets. Plus, they are continually reassessing their existing locations to stay on top of today’s constantly changing consumer demographics.”

The next quarterly release of STI: PopStats will be in July 2006.

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About Synergos Technologies, Inc.

Synergos Technologies (www.synergos-tech.com) provides today's fastest-growing retailers with innovative demographic tools that more precisely target markets and consumers. In October 2001, the company launched STI: PopStats -- the market research industry's first and only quarterly population-estimating product. For more information, visit www.popstats.com.