



**FOR IMMEDIATE RELEASE**

**Synergos Technologies Launches STI: Market Outlook to Help  
Retailers Identify Supply-and-Demand Gaps within Markets**

**New Data Quantifies Supply-and-Demand by Firm and Product Line  
— Retailers Can Easily Discover New Growth Opportunities**

Contact: Karen Jonson  
Phone: (512) 329-0615

**Austin, Texas — 1<sup>st</sup> December, 2009**

Synergos Technologies Inc. (STI), an innovator of population-estimating data and technology that helps companies better understand consumers, locations, and trade areas, announced today the launch of its new data product, STI: Market Outlook, which measures annual retail sales and expenditures by common retail categories and product lines, and helps retailers locate and capitalize on unmet consumer demand. The data quantifies the supply-and-demand of products and services in 31 retail categories and 40 retail product categories.

STI: Market Outlook brings compelling insight to the task of researching U.S. markets for growth opportunities. When the numbers show a clear gap between the level of consumer demand in a location and the available supply, retailers can move in and fill the gap. For example, a trade area might show a consumer demand for \$10 million in drug store trade; but currently the supply is only \$4 million. According to the data, there is a \$6 million opportunity for either a new store, to expand, or to pursue cross-merchandising.

“Retail supply-and-demand gaps exist in most U.S. markets. Quantifying these gaps helps retailers immediately see where new sales opportunities exist,” says Robert Welch, STI President. “STI: Market Outlook adds this compelling data to retailers’ current market research activities. This is a huge advantage in today’s challenging economic climate, where every decision needs to be backed by solid research.”

STI: Market Outlook delivers several features and benefits to retailers and other location-focused businesses including:

- Helps companies see current consumer demand for products in specific trade areas.
- Allows companies to see how much of the current demand is being supplied by retailers in that area.

- Companies can analyze supply and demand data in 31 retail segments and over 40 products lines to understand market dynamics and identify opportunities.
- Companies can compare past year's consumer demand for products to the current year's demand.

“In the consumer world, it's all about first-come, first-serve,” says Welch. “When retailers proactively identify demand gaps in trade areas, they can gain the first-mover advantage, thereby, increasing their chances of winning greater consumer mind- and pocket-share before their competitors.”

STI: Market Outlook is the newest data product to join the expanding suite of STI products, including the company's flagship product — STI: PopStats, the market research industry's leading quarterly population estimates. STI is a forward-thinking data product developer, creating new products and expanding products based on a combination of clients' data requests and its own innovative spirit.

STI: Market Outlook is available immediately from STI.

West coast sales contact: Lesley Woodring (602) 770-9136

East coast sales contact: Brian Poole (919) 720-4239

###

#### **About Synergos Technologies Inc. (STI)**

For over 16 years, STI has provided location-focused companies with innovative and confidence-boosting population and demographic data products, like STI: PopStats and STI: LandScape. A wide range of companies, including many of today's most progressive retailers, restaurants, grocery stores, finance, healthcare, telecom, and economic development firms, are using these products to better understand their consumers, locations, and trade areas, so that they can make smarter and more cost-effective business decisions. For more information, visit [www.synergos-tech.com](http://www.synergos-tech.com).