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## STI: PopStats Gains Consumer Segmentation Data

*July 2006 Release includes STI: Landscape's 15 Neighborhood Categories*

**AUSTIN, TX – July 5, 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 20th version, and the first to include neighborhood segmentation data from Synergos Technologies' STI: Landscape product.

STI: PopStats gives retailers nine quarters of updated and revised population data, encompassing over 850 data variables. With this unique demographic data, retailers can make smarter and more profitable location-centric business decisions.

The new neighborhood segmentation data added to STI: PopStats from its sister product, STI: Landscape, will give retailers the ability to gain a broader understanding of the people who live in a particular market within a single map.

"We added STI: Landscape's 15 neighborhood categories to the new version of STI: PopStats to give market researchers another layer of critical consumer data for store analysis," says Robert Welch, President of Synergos Technologies. "Retailers need all of the information they can get to make decisions with the speed and insight. With the neighborhood categories at their fingertips, they can instantly create maps that show who lives in any given U.S. market."

STI: Landscape's 15 neighborhood categories have been segmented by traditional geodemographic factors, including family status, affluence, age, family status, ethnicity, and degree of urbanization. They include:

1. **Category A: Crème de la Crème.** Urban neighborhoods with residents that measure far above average in all traditional classifications, including income, education, and family status.

2. **Category B: Urban Cliff Climbers.** Urban neighborhoods with residents that represent the definitive "working class," and are young and in pursuit of their individual American dreams.

3. **Category C: Urban Cliff Dwellers.** Urban neighborhoods with 30-somethings pursuing a comfortable, classically American, working-class lifestyle.

4. **Category D: Seasoned Urban Dwellers.** Urban neighborhoods predominately home to working-class, mid-to-late-40-somethings, plus a high percent of residents who are 65-plus.

5. **Category E: Thriving Alone.** Neighborhoods distinguished by a large number of residents who are flourishing in solitary, highly urban, high-income lifestyles.

6. **Category F: Going It Alone.** Urban neighborhoods that are a testament to the opportunities available to Americans who, even without higher educations, can live comfortable lives alone.

7. **Category G: Struggling Alone.** Urban neighborhoods where the single residents with minimal educations and many children are struggling alone financially.

8. **Category H: Single in the Suburbs.** Residents of these suburban neighborhoods are among the lower income levels of modern suburbia, but are neither rich, nor poor.

9. **Category I: Married in the Suburbs.** These suburban neighborhoods are home to upper-middle-class residents with high incomes, married-couple households, and white-collar jobs.

10. **Category J: Retired in the Suburbs.** Suburban neighborhoods with a 40-plus demographic, high incomes, few children, and a comfortable standard of living.

11. **Category K: Living With Nature**. Rural areas inhabited by a patchwork of people who have both chosen the rural lifestyle and whose vocations chose it for them.

12. **Category L: Working With Nature**. Rural areas home predominately to 40-plus-year-olds working the land for a living.

13. **Category M: Harlem Gateway**. Urban neighborhoods comprised predominantly of African Americans.

14. **Category N: Espaniola.** Urban neighborhoods that are home mainly to Hispanic Americans.

15. **Category O: Specialties.** Neighborhoods across the U.S. that are so unique they do not fit into easily definable groups, for example: rich and poor senior citizens, Asians, trailer park residents, military personnel, and college students.

The next quarterly release of STI: PopStats will be in October 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. Synergos Technologies launched STI: Landscape in 2006. For more information, visit www.popstats.com.