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Synergos Technologies Issues New Quarterly Release of STI: Workplace

Updated Version Helps Retailers Better Target People Where They Work

AUSTIN, TX -- JULY 11, 2006 -- Synergos Technologies, Inc., an innovator of timely and accurate consumer data products for retailers, announces today the updated quarterly release of STI: Workplace, the retail industry's first and only quarterly workplace population estimates. This is the 9th release of the product, which launched in April 2004 as a powerful complement to Synergos Technologies' flagship product, STI: PopStats, the company's quarterly population estimates.

Unlike other workplace demographic products, STI: Workplace counts not only how many businesses are located in a particular market and how many people are employed in each market, but also the employees' occupations and salary levels. STI: Workplace's combination of unique data sources, quarterly updates, and a one-of-a-kind "bottom-up" methodology, which starts at the neighborhood level and works up to the market level, ensures that this workplace demographic product delivers powerful research advantages to today's high-growth retailers.

"With STI: Workplace retailers gain the ability to accurately measure the number of workers and businesses in U.S. markets with greater confidence and improved results," says Robert Welch, President of Synergos Technologies."

The next version of STI: Workplace will be released in October 2006.

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About Synergos Technologies, Inc.

Synergos Technologies (www.synergos-tech.com) provides today's progressive retailers with innovative demographic tools that more precisely target their markets and consumers. In October 2001, the company launched STI: PopStats -- the retail market research industry's first and only quarterly population-estimating product. Since then the company has continue to launch new and inventive demographic tools for the retail industry, like STI: PopStats. For more information, visit www.popstats.com.