



**FOR IMMEDIATE RELEASE**

**Contact:**  
Lesley Woodring  
VP of Business Development  
(602) 770-9136

## **STI: PopStats Now Looks Even Further Into the Future**

*October 2006 Release includes 10 Year Population forecast*

**AUSTIN, TX – October 2, 2006** -- Synergos Technologies, Inc., an innovator of timely and accurate consumer data products for real estate, retailers, and restaurateurs announces the updated quarterly release of STI: PopStats -- the research industry's first and only quarterly population estimates. This is the 21<sup>st</sup> version, and the first to include a 10 year forecast.

STI: PopStats gives the research community nine quarters of updated and revised population data, encompassing over 900 data variables. With this unique demographic data, developers, retailers and restaurateurs can make smarter and more profitable location-centric business decisions.

STI: PopStats has always provided a 5 year projection, bounded by both a high and low figure for the estimate. This is the first time PopStats has included a 10 year population projection. "Now our clients are able to create sales and demand forecasts that reach even further into the future.", says Robert Welch, President of Synergos Technologies, Inc. He added, "This is part of our continuing endeavor to make STI: PopStats the best possible product on the market."

The next quarterly release of STI: PopStats will be in January 2007.

###

### **About Synergos Technologies, Inc.**

Synergos Technologies ([www.synergos-tech.com](http://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](http://www.popstats.com).