



**FOR IMMEDIATE RELEASE**

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**STI: PopStats Now Includes Puerto Rico  
In Its 22<sup>nd</sup> Quarterly Release**

**AUSTIN, TX – January 3, 2007** – Synergos Technologies, purveyor of STI: PopStats the quality standard and sole resource of quarterly population estimates to developers, retailers, and businesses, announces the inclusion of estimates for the growing Commonwealth of Puerto Rico in the 22<sup>nd</sup> release of STI: PopStats.

In response to users' dissatisfaction with the limited data previously available for Puerto Rico site selection and marketing interest, Synergos Technologies applied its tested methodology, the foundation of STI: PopStats, to create this new demographic data set for Puerto Rico. Providing the most timely examination of the territory and its population in this 22<sup>nd</sup> release. The creators of STI: PopStats prove to be constantly at the forefront in responding to the needs of their users and adapting to the evolving pace of today's business world.

"Now our clients who are considering expanding their operations to the Commonwealth of Puerto Rico, have a reliable data source to help initiate the process.", says Robert Welch, President of Synergos Technologies, Inc. He added, "This is part of our continuing effort to respond to our customers ever expanding data requirements and make STI: PopStats the best possible product on the market."

STI: PopStats broke ground in 2001 to offer the research industry's first and only quarterly population estimates in a convenient software package. The leader in providing revolutionary demographic data, STI: PopStats today includes over 900 data variables as well as nine quarters of revised population data in each release. Also including landmark 5 and 10 year projections, STI: PopStats is helping a widening circle of satisfied users produce more timely and informed market analysis, thereby reducing the often hefty expense of field market research.

Look for the next quarterly release of STI: PopStats in April 2007. For more information, visit [www.popstats.com](http://www.popstats.com)

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**About Synergos Technologies, Inc.** [www.synergos-tech.com](http://www.synergos-tech.com)

Reduce time and money spent on market research with Synergos Technologies, Inc., the leading innovative source of the most time-sensitive and precise consumer data products for retailers, developers, and businesses. Synergos Technologies provides today's fastest-growing retailers with innovative geodemographic tools that more precisely target markets and consumers. In April 2006, the company launched STI: Landscape -- the market research industry's first and only neighborhood segmentation system that measures the lifestyle attitudes that influence consumers' purchasing decisions.