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Synergos Technologies Issues New Quarterly Release of STI: Workplace

Updated Version Elevates Retailers' Ability to Estimate Business and Employee Counts

AUSTIN, TX -- OCT. 11, 2005 -- Synergos Technologies, Inc., a leading technology and data products provider, announces the updated quarterly release of STI: Workplace, the retail industry's first and only quarterly workplace population estimates. This is the sixth release of the product, which launched in April 2004 as a powerful complement to Synergos Technologies' flagship quarterly population estimating product, STI: PopStats.

While other workplace estimating products are updated only once per year, STI: Workplace is updated every three months to accurately depict the ever-changing nature of today's workplace populations. STI: Workplace uses non-traditional data and an innovative "bottom-up" analytic methodology to create the most accurate workplace estimates available, including the number of businesses, the number of employees, and employees' occupations and income levels.

In addition to updated workplace counts, the latest release of STI: Workplace includes several fundamental improvements to the workplace estimate methodology. "A time-honored tradition at Synergos is that we are constantly evaluating our products, and looking for new ways to improve the accuracy of our population estimates and help our customers conduct market research with the highest degree of precision," says Robert Welch, President of Synergos Technologies.

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

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About Synergos Technologies, Inc.

In the past 13 years, Synergos Technologies has supplied many of today's leading market-focused companies with innovative technology and data tools to more precisely target their markets and consumers. In 2001, the company successfully expanded into population estimates with the release of STI: PopStats. This unique product was created in response to retailers' demand for a more timely, precise, and results-focused population-estimating product. Today many leading retailers are using Synergos Technologies' products and, as a result, are achieving better market targeting results than ever before. For more information, go to www.popstats.com.