



SYNERGY INTERACTIVE
ONLINE MARKETING

FOR IMMEDIATE RELEASE

Synergy Interactive Streamlines Email Marketing For Hanley Wood Business Media

Mansfield, Ontario. February 1, 2004 — Hanley Wood Business Media, one of the largest publishers of home and commercial building magazines, has selected Synergy Interactive, a cutting-edge provider of online marketing services, to manage the company's email marketing deployment for its 30 Hanley Wood titles. Synergy Interactive will provide email deployment for Hanley Wood's online newsletters, advertising information, contest call for entries, conference agendas and registration and event invitations.

"Synergy Interactive's email deployment service streamlines the communication channel between Hanley Wood Business Media and its advertisers and readers," said Rich Hoffmann, President and Founder of Synergy Interactive. Synergy Interactive specializes in email marketing, customer data management, and inbound email management.

"Synergy Interactive gives us a full customer service solution for the many internal users of our email database," said Nick Cavnar, Vice President, Circulation & Database Development for Hanley Wood Business Media. "Anyone who needs to send a broadcast email gets immediate, knowledgeable assistance in every aspect of list selection, message setup, and deployment. Meanwhile, I am confident that all our corporate standards for permission, scheduling, message content, and formatting are consistently followed. So much of our business now depends on broadcast email, and Synergy Interactive makes it easy and fast for everyone in the company who needs to use this valuable tool."

About Synergy Interactive

Synergy Interactive is a cutting-edge provider of online marketing services specializing in email marketing, customer data management, and inbound email management. Using the latest technologies in online marketing, Synergy Interactive facilitates valuable customer acquisition and retention by enabling smart online communication between business and consumer. Since January 2004, Synergy Interactive has provided online marketing services to an expanding portfolio of diverse clients and is trusted by top companies across Canada and the United States.

(www.synergy-interactive.com)

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