



Source: WANTED Technologies Inc. MaisonBrison/BarnesMcInerney  
Capital Market Communications

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## **Synergistic tools from WANTED Technologies and RELATIONALS CRM provide newspapers with unmatched sales & marketing firepower**

### **Industry publication lauds both companies**

**Montréal, August 24, 2006.** Newspaper organizations across North America are increasingly implementing sales tools from WANTED Technologies and RELATIONALS CRM to bring more sophistication and productivity to their classified advertising sales process. The two technology providers have been working in tandem to ensure that their real-time solutions generate rapid returns for their growing list of clients.

*Indianapolis Star* Recruitment Sales Supervisor, Patrick York, has experienced success with his team since they implemented the two Web-based technologies. "...the sales reps really wanted and needed a new way to gain intelligence about their clients and have the ability to find new business. The recent accessibility of quality information has helped tremendously." Underlining the benefits of the new technology is the newspaper's top ranking in recruitment advertising sales throughout the Gannett newspaper network, as evidenced in a recent two-month audit.

Valuable real time market intelligence and advertising activity data supplied by WANTED Analytics tool can easily be imported into the customer relationship management (CRM) software of RELATIONALS, which allows the client to centralize contact and account information. The combined capability of the two systems allows sales teams and managers to have at their fingertips a 360-degree view of the history, activity and opportunity value relating to existing clients and prospects. It also permits team leaders to gauge group performance, monitor sales cycles and report on revenue generated from call and email campaigns.

"But even more importantly, the integration of account information and relevant market information has empowered sales professionals, like never before, to put in place new strategies enabling them to convert qualified sales leads into customers with an improved success ratio", stated David Tanguay, President and CEO of WANTED Technologies.

Both solution providers have recently received acclaim from *Classified Intelligence* ([www.classifiedintelligence.com](http://www.classifiedintelligence.com)), a consulting firm specializing in the classified advertising industry. In their 2006 annual recruitment advertising report, WANTED Technologies was

cited as providing "...credible advertising intelligence that no recruitment advertising provider or industry analyst should be without." Last month a case study in *Classified Intelligence* featured RELATIONALS as a "...straight-forward CRM tool, which we found to be well-suited for ad publishers of all sizes."

The industry endorsements generated for WANTED and RELATIONALS have yielded many mutual media clients including affiliates of Gannett, Cox News, Hearst Newspapers, MediaNews Group and E.W. Scripps. All are benefiting from the preferred affiliation the two vendors have with full-service support for implementation, maintenance and system upgrades.

WANTED and RELATIONALS excel at reacting to client feedback which furthers their ability to provide quality tools and support. Responsiveness is a common trait that allows the two tech firms to seamlessly implement user requests, make service modifications and optimize features. This flexibility and dedication to client satisfaction has proven to be a recipe for success for both WANTED Technologies and RELATIONALS CRM.

#### **About WANTED Technologies Corp.**

WANTED Technologies (TSX: WAN) has been aggregating online classified ads from thousands of Web sites daily and currently delivers market data to more than 150 daily newspapers. WANTED's capacity to aggregate, sort and un-duplicate content from varied sources makes it possible to gauge trends in classified advertising and more importantly, to deliver qualified business leads. First in Recruitment and now Real Estate, WANTED continues to deliver actionable information to classified departments across North America. For more information: <http://www.wantedtech.com>.

#### **About RELATIONALS CRM**

RELATIONALS is a private company based in San Jose, California, the heart of Silicon Valley and the center for technology innovation. RELATIONALS provides powerful, customizable and affordable on-demand software solutions. Built on the RELATIONALS on-demand platform, the RELATIONALS CRM solution is used by leading media companies including Scripps, Knight-Ridder, Gannett, Cox, Media News Group, McClatchy, Lee Enterprises, Stephens Media Group, Morris and more.