



FOR IMMEDIATE RELEASE

The University of Ontario Institute of Technology Launches Canadian Technology Firm's Web-based Recruitment Software

TORONTO, ON – July 14, 2004 – EDge Interactive announced today that the University of Ontario Institute of Technology has launched EDge's ezRecruit™ software to manage the University's prospective student recruitment and enrolment.

ezRecruit™ is a Web-based solution that enables the University of Ontario Institute of Technology to manage student recruitment from the first contact with students through to registration. Once the first contact is made, whether it is via e-mail, regular mail, phone or at education fairs, ezRecruit™ makes it possible to answer student inquiries quickly and effectively.

Richard Levin, Vice President of Strategic Enrolment Management commented, "With a focus on technology, the University of Ontario Institute of Technology has a very clear mandate to create and provide the most advanced and state-of-the-industry educational environment for its students, faculty and staff. As a new institution, we can look very closely at our operations at every level and generate innovative and fresh solutions from the ground up. ezRecruit™, from the Admissions and Recruitment perspective, will be very much a part of this plan."

The University of Ontario Institute of Technology faces two challenges. First, as Canada's newest university, developing a robust strategy to build awareness of their programs, facilities and services is essential. Second, the University needs to demonstrate to the community and to prospective students that as a technology-focused university it is committed to providing a state-of-the-industry environment in which to learn and share information. ezRecruit™ will augment this process by building channels for prospective students to gather information effectively. ezRecruit™ will also help build relationships with the University and its prospects through a medium in which their students will respond.

"EDge is very excited to be working with Canada's newest University," said Chris Wilkins, President and CEO of EDge Interactive. "Having worked with hundreds of well-founded colleges and universities across the country, the recruitment challenges that the University of Ontario Institute of Technology faces present us with the opportunity to build upon our existing ezRecruit™ solution and meet these demands."

ezRecruit™ falls under the customer relationship management (CRM) family of products. It can be seamlessly integrated with student information systems (SIS) on campus and can be developed for Unix, Linux or Microsoft environments. The innovative product features an intuitive student interface and administrative tools such as extensive reports, communication tools and history, e-mail, letter and call management, alerts and follow-up e-mails. ezRecruit™ also allows for a high level of customization and scalability to accommodate future growth.

The University of Ontario Institute of Technology launched ezRecruit™ in the spring of 2004: <https://futureinmind.uoit.ca>

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EDge Interactive:

EDge Interactive is a leader in creating and developing student recruitment solutions to the educational community. Based in Toronto, Canada since 1995, EDge has enjoyed strong growth as a provider of information services and software solutions to clients across North America. EDge's products and services include e-Tours™, Interactive ViewBooks™, ezRecruit™, Web site design, e-mail marketing and recruitment services. EDge manages it's own sites including: <http://www.SchoolFinder.com>, <http://www.ScholarshipsCanada.com> and <http://www.StudyinCanada.com>.

The University of Ontario Institute of Technology :

The University of Ontario Institute of Technology welcomed its first class in September 2003 and provides a unique combination of academic knowledge, vibrant student life, leading-edge research, and hands-on skills. The university offers career-focused undergraduate degree programs and is developing leading-edge research and graduate programs. To learn more about Ontario's only laptop-based university, visit www.uoit.ca, or call 1.866.844.8648. At the University of Ontario Institute of Technology, we have Your future in mind.

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