



FOR IMMEDIATE RELEASE

Concordia University Launches ezRecruit™

TORONTO, ON - March 5, 2004 - EDge Interactive announced today that Concordia University has launched EDge's ezRecruit™ software to manage the University's student recruitment.

ezRecruit™ is Web-based software that will enable Concordia to manage student recruitment from first contact with prospective students through to the application process. Once the first contact is made, whether it is by e-mail, regular mail, phone or at education fairs, ezRecruit™ will make it possible to answer student inquiries quickly and effectively using automated e-mail responses and FAQs. Concordia will then be able to provide more streamlined service and build stronger relationships with prospective students.

The unique feature that encompasses ezRecruit™'s deployment on Concordia's systems is the full integration of the session-based application within Concordia's student information system. Other databases such as the high school database are also fully linked.

Concordia has identified important goals to improve its undergraduate enrolment processes. "Concordia's enrolment has grown rapidly over the last five years," said David Gobby, Director of the Office of Student Recruitment. "In order for the University to meet the needs of prospective students and of the institution itself, we must ensure our processes and activities are proactive and highly coordinated. ezRecruit™ will give us the ability to monitor market behaviour, strategize communications, allow for predictive modeling, and reach the right students."

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 both Unix and Microsoft environments. The innovative product features an intuitive student interface and administrative tools such as reporting, database and call centre management, outbound e-mail communication, inventory control, automated alerts, and event planning. ezRecruit™ also allows for a high level of customization and scalability to accommodate future growth.

Chris Wilkins, President and CEO of EDge Interactive commented, "ezRecruit™ allows schools to focus on the right students, enabling them to funnel and prioritize their resources. The prospective student-focused approach will result in more effective recruiting. ezRecruit™ will lower costs by using Web-based technology. We are very excited to be working with one of Canada's fastest growing universities."

- 30 -

EDge Interactive:

EDge Interactive is a leader in creating and developing technology-focused 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 its own sites including: <http://www.SchoolFinder.com>, <http://www.ScholarshipsCanada.com>, <http://www.MySchool101.com> and <http://www.StudyinCanada.com>.

Contact:

Kathleen Heithorn-Althoff
Director of Communications
EDge Interactive
416-494-3343 x 505
kheithorn@edgeip.com
<http://www.edgeip.com>