



FOR IMMEDIATE RELEASE

École Polytechnique de Montréal Launches Web-based Prospect Management System

TORONTO, ON – September 8, 2004 – EDge Interactive announced today that École Polytechnique de Montréal, one of Canada's three leading engineering universities, has launched EDge's ezRecruit™ software to manage Polytechnique's prospective student recruitment and enrolment.

Branded monavenir@POLYTECHNIQUE, this is the first ezRecruit™ application developed entirely in French. The student portal makes it possible for future students to apply for admission, to obtain information about financial aid, to receive personalized e-mails, to book a guided tour of Polytechnique or to interact with smart FAQs.

ezRecruit™ will enable staff from several departments, including admissions, to simultaneously complete many functions on the backend. In the past three years, École Polytechnique has seen e-mail inquiries double. Tracking and communicating with prospective students through ezRecruit™ will reduce costs, offer personalized Web-based services, and realize higher conversion rates.

"We're not just launching a Web site and sophisticated tools," emphasizes Esther Caouette, Student Recruitment Coordinator at École Polytechnique. "The portal is building a community of prospective students with whom we can communicate, share ideas and build relationships. École Polytechnique places a very high importance on meeting the needs of its students. We feel this Web-based format relates very well to our future engineering students."

Chris Wilkins, President and CEO of EDge Interactive comments, "We are excited about the transformation that will take place at École Polytechnique as they start reaping the benefits of ezRecruit™. The combination of high-tech and high-touch will serve both the prospective students and admissions team well."

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. This innovative product features an intuitive student interface and administrative tools, such as extensive reports, communication tools and 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.

You can visit ezRecruit™ online at École Polytechnique de Montréal, at <http://www.monavenir.polymtl.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 ezRecruit™, e-Tours™, Interactive ViewBooks™, Web site design, e-mail marketing and recruitment services. EDge manages its own sites including: <http://www.SchoolFinder.com>, <http://www.ScholarshipsCanada.com> and <http://www.StudyinCanada.com>.

École Polytechnique de Montréal:

Founded in 1873, l'École Polytechnique de Montréal is one of the most significant teaching and research establishments in Canada and occupies the first rank in Québec for its number of students and the quality of its research activities. Polytechnique provides teaching in 11 engineering specialties and is responsible for about one quarter of the university research in engineering in Québec. L'École has 220 professors and nearly 6,000 students. Its operational budget reaches 72 million dollars, to which is added research and infrastructure funds of 40 million dollars.

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