



News Release



FOR IMMEDIATE RELEASE

iditoday CD-ROM Wins Best Practices Award from the NCBA in Chicago, Ill.

TORONTO, ON - February 4, 2004 - EDge Interactive has learned that the iditoday CD-ROM produced for IDI Independent Distributors, has won the Best Practices Award at the National Cooperative Business Association's (NCBA) Annual Conference for Purchasing Cooperatives. The CD was chosen out of 35 entries.

The iditoday CD-ROM was produced by the EDge creative team. The CD was designed to build awareness for IDI and present the organizations offerings in an interactive format. The EDge team went on location, shot photography for the CD along with a virtual panorama and wrote and recorded the audio script with IDI. Macromedia Director™ and Flash™ were used to build the CD. The print packaging was also designed and produced by EDge.

John Morrison, Director of Sales and Marketing at IDI, commented, "We were very pleased with the NCBA award. Being recognized by our colleagues both in Canada and in the United States is especially rewarding. The CD has been a major source of strength for our branding strategy. Working with EDge, we will continue to create interactive media and online strategies to deliver our story."

Founded in 1981, IDI is a business group of industrial distributors that wish to retain their independence in a rapidly changing and dynamic marketplace. IDI's mission is to advance the interests of its members, customers, suppliers and staff, and to work in harmony towards the continuation of their success in a free enterprise system. IDI currently consists of 100+ member companies in 200+ locations across Canada, employing 2,300+ employees and commanding sales in excess of \$600 million.

NCBA is the lead national membership association in the United States representing cooperatives of all types and in all industries. Through its comprehensive education, co-op development, communications, public policy, member services, and international development programs, NCBA helps co-ops strengthen their businesses so they can better serve their members. The NCBA offers a series of valuable educational conferences that build co-op business skills, aid in strategic planning, and provide important networking opportunities. NCBA also co-sponsors educational conferences offered by other co-op organizations.

IDI Independent Distributors Inc. - www.idiind.com
National Cooperative Business Association (NCBA) - www.ncba.org

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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>.

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