



FOR IMMEDIATE RELEASE

EDge and the University of Toronto Win Second Award with National Report Web site

TORONTO, ON - January 30, 2004 - EDge Interactive has learned that the University of Toronto's (U of T) National Report Web site has won the Silver award in the Council for Advancement and Support of Education (CASE) District II Accolades Awards program in the category of World Wide Web sites, 7D. CASE is an international association of professionals who advance educational institutions.

The National Report Web site (www.nationalreport.utoronto.ca) was designed and developed by the creative and technical teams at EDge. The Web site was produced to compliment the distribution of U of T's printed National Report which was distributed nationally as a supplement with the Globe and Mail. The National Report showcases the innovations in scholarship and teaching of the University. The site also features interactive components including personalized music selections and an animated history of the University with four separate timelines.

District II is comprised of over 660 institutions and 4,800 individual members from Ontario, New York, Delaware, the District of Columbia, Maryland, New Jersey, Pennsylvania, Puerto Rico, the U.S. Virgin Islands and West Virginia. The awards program is one of the many professional development opportunities that supports the advancement of education.

Chris Wilkins, President and CEO of EDge Interactive comments, "The University of Toronto has a long history of producing outstanding recruitment and advancement communications. We are proud to be a part of this process by creating an award-winning site with them."

The National Report Web site also won a Bronze Canadian Council for the Advancement in Education (CCAIE) PRIX D'EXCELLENCE award in the category of Best Department or Program Site on the World Wide Web.

PRIX D'EXCELLENCE is the annual awards program of CCAIE recognizing outstanding achievements in alumni affairs, public affairs, development, student recruitment and overall institutional advancement. CCAIE has close to 1,000 voting members from more than 170 post-secondary institutions including universities, colleges, CEGEPs, and institutes.

University of Toronto: www.utoronto.ca

CASE: www.case.org

CCAIE: www.ccaecanada.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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