

For Immediate Release

Product Provides New Insight Into Canadians' Use of Digital Technology

Generation5 Releases Digital MOSAIC, the first Market Segmentation System Focused on Understanding Digital Canadians

Toronto, Ontario – May 12, 2008 – Generation5 and Delvinia Group today announced the introduction of Delvinia Digital MOSAIC, the country's first market segmentation system giving marketers a 360 degree view of Canadians' attitudes toward and use of digital technologies. The system segments Canadians into 150 different types across 20 groups to make it easy to understand consumers and tailor their experience based on their digital characteristics.

Delvinia Digital MOSAIC was developed by Generation5 for Delvinia, a leading Digital Strategy and Experience Design firm, as a core component of their "Insight Engine." Digital MOSAIC draws on questions designed to provide unique insight into the digital behaviours of Canadians asked of Delvinia's proprietary online research panel, AskingCanadians™. The result of this best-of-breed partnership is a truly unique new tool for gaining "digital" insights about your customers and prospects

"This tool provides an unmatched ability to get cozy with a customer group and understand exactly what they want from a digital experience," said Adam Froman, President and CEO of the Delvinia Group of Companies. "Even if their idea of high-tech is a VCR, Delvinia Digital MOSAIC can tell you what you need to know to market to them more effectively, more efficiently and with higher profitability."

Generation5's banking, insurance, retail and consumer packaged goods customers use the company's Financial MOSAIC and Retail MOSAIC systems to better understand and target their customers resulting in higher direct mail response rates, product innovation, and more accurate forecasting of demand. By introducing a segmentation system focusing on Canadian's digital attitudes and behaviours, Generation5 will be able to bring these results to new industries including consumer electronics and telecommunications. Delvinia Digital MOSAIC will help marketers across a wide range of industries understand the right media with which to reach their customers.

"This tool is painstakingly precise as it can forecast digital behaviours for every household and postal code in the country," said David Freese, CEO of Generation5. "It's the kind of precision that Marketers have been dreaming of since the beginning of the internet age – and now it's available."

About Generation 5, Inc.

Generation5© provides the most timely and precise Customer Predictions in North America helping leading marketers reach their customers more effectively than ever before. Instead of relying on consumer insights that are up to two years old or reflect broad averages, Generation5 produces accurate and timely predictions of purchase potential, shopping behaviour, and attitudes that match where the customer is today, right down to the household. The result is better than insight, it's Customer Prediction

you can use to directly target your customers with pinpoint accuracy and drive dramatically higher response rates and sales. Generation5 customers include leading brands like Citibank, TJX, Kraft and Rogers. For more information, visit www.generation5.ca.

About Delvinia

Founded in 1998, Toronto-based Delvinia is a pioneering digital marketing and interactive solutions firm that applies its unique insights into how people use new digital technologies to design innovative business strategies that focus on understanding, humanizing and designing a better digital customer experience for customers. Visit www.delvinia.com for more information.

Contact: John Buten
VP of Marketing
Generation5, Inc.
(416) 441-6800 x276
john.buten@generation5.ca

#