

FOR IMMEDIATE RELEASE

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AGORA PUBLISHING ENGAGES CATALYST TO BUILD APPLICATION AND APPLICATION INFRASTRUCTURE MONITORING TOOL

Agora Publishing, a holding company of various international publishers of financial, health, travel, and special interest books and newsletters, has engaged Catalyst IT Services to design and build a monitoring tool for multiple websites, servers and business processes to manage their marketing, fulfillment, and support infrastructure.

Managing e-mail volume in the millions on a daily basis, this \$400 million a year organization needed a firm with deep technical expertise and ability to manage a relationship with a large and complex organization to design and build a tool that would ensure infrastructure stability for effective management of sales and marketing efforts involving 104 million e-mails per month and distribution of content to 1 million readers.

Catalyst will be working hand-in-hand with Agora's team, both on-site for regular meetings and out of Catalyst's offices for design, development, and testing.

ABOUT AGORA PUBLISHING

Launched outside Washington, D.C. in 1979, Agora started with the publication of International Living, a simple eight-paged typed newsletter about travel and retirement. More than 100,000 subscribers around the world are now familiar with this flagship publication.

Today, Agora, Inc. is a holding company of various international publishers of financial, health, travel and special interest books and newsletters, seeks to serve as a modern marketplace for news and breakthrough ideas. Agora's companies publish more than 300 books and 40 newsletters, reaching 1 million readers from around the world. There are also French, Spanish, German and Italian language versions of many of the company's titles.

ABOUT CATALYST IT SERVICES

Catalyst IT Services is the leading onshore alternative to offshore information technology outsourcing. Through our regional development centers in the United States, we offer

application life cycle development, implementation and support, and quality assurance and testing solutions to Fortune 500 and middle-market clients.

We are able to provide flexible solutions from our domestic facilities or on client sites with communication, control and consistent quality unattainable by our overseas competitors, at a cost unmatched by our domestic competitors. How do we do it? Through data-based labor arbitrage, a proprietary system that allows us to find the very best programming talent undiscovered by our competitors. Using our deep expertise in both leading edge and legacy technologies, we are able to deploy the appropriate technology to solve our clients' business challenges, while providing the convenience, flexibility, and control our clients can enjoy only with a local partner.

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