

## CYBERPLEX INC. REPORTS A STRONG SECOND QUARTER 2008

Thursday, August 7, 2008

### Revenue More Than Doubles Year-Over-Year

TORONTO, Thursday, August 7 2008/CNW/-Cyberplex Inc. (TSX: CX) a leader in web advertising solutions, online customer acquisition strategies and technology development, today announced record second-quarter results and its 7th consecutive quarter of revenue growth. Cyberplex's total consolidated revenue for the second quarter of 2008 was \$9.5 million, an increase of 114% over the \$4.4 million reported for second quarter of 2007.

### Financial Highlights

- CX Digital Media, Cyberplex's online advertising division, increased revenue by 151% to \$8.5 million, when compared to the previous year.
- Earnings before amortization, interest and other items increased to over \$350,000, an increase of 58% from \$221,000 last quarter.
- Net income grew to \$206,522, an increase of 300% from the previous quarter.
- Sequential quarterly revenue growth of over 20%.
- Secured an operating line of credit of \$5.0 million from the Royal Bank of Canada.

"Cyberplex delivered another outstanding quarter," said Geoffrey Rotstein, President and CEO, Cyberplex Inc. "The second quarter demonstrated the strategic value of our performance-based marketing solutions and our team's ability to deliver in very difficult market conditions. Notwithstanding the macro-economic cross-currents, our business pipeline remains healthy, and we are confident in our ability to execute. In addition, by securing the \$5.0 million operating line, we believe we have more than sufficient capital to fund our business plan for the foreseeable future."

### Second Quarter Highlights

- Canadian Business Magazine ranked Cyberplex Inc. as one of the Top 100 Technology Companies in Canada.
- CDN Magazine ranked Cyberplex Inc. as one of Canada's Top 100 Solution Providers.
- Branham Group ranked Cyberplex Inc. as the 3rd top Mover and Shaker in Canada, and also the 6th fastest growth company in Canada.
- Average revenue per customer grew by over 5% quarter over quarter.

"Looking ahead, we see many growth opportunities for Cyberplex as we continue to aggressively strengthen our online advertising division - CX Digital Media, grow into new and adjacent markets and expand our presence around the globe," Rotstein added.

“The power of our performance-based marketing solution positions us well to extend our leadership and continue gaining market share.”

**Operational Results:**

For the quarter ended June 30, 2008, the Company generated revenue of \$9.5 million, an increase of \$5.1 million or 114% when compared to the \$4.4 million generated in the second quarter of 2007. This increase resulted directly from our online advertising division, which generated \$8.5 million in revenue resulting in a year-over-year revenue growth of 151% combined with revenue from our technology services division of approximately \$1.0 million.

Gross profit for the quarter ended June 30, 2008 was \$3.2 million resulting in a gross margin of 34% compared to \$2.6 million or 32% gross margin last quarter. This increase resulted from the Company executing on strategic revenue models during the quarter and executing new initiatives to build and strengthen its network. Earnings before amortization, interest and other items was over \$350,000, an increase of 58% over last quarter. As the Company continues to bolster its advertising division and develop its unique offers and proprietary technologies, we expect our trend of revenue growth and greater operating leverage to continue.

**Conference Call Details:**

In conjunction with this announcement, Cyberplex will host a conference call Thursday, August 7, 2008 at 4:30pm EST to discuss the results and the financial performance. To access the call, please dial 888-892-3255. Please call five minutes prior to the call.

A replay of the conference call will be available as of 12:00pm EST the same day, until midnight August 16, 2008. To access the replay dial 1-800-937-6305 followed by the passcode 281442.

About Cyberplex

Cyberplex Inc. ([www.cyberplex.com](http://www.cyberplex.com)) is a leader in providing web advertising solutions, online customer acquisition strategies and technology development. The Company, through its subsidiaries, has developed a proprietary affiliate network which combined with advertising relationships and teams of technology consultants and design, usability and solutions specialists, assist customers with all aspects of their web-based programs as they design, develop and promote solutions that deliver results.

With over 14 years of experience serving Fortune 1000 clients including FTD, Xerox, Sony Canada, IAC, Atlantic Lottery Corporation, Vista Print, Aecon, Ontario Power Generation, Scotia Bank and the Royal Bank of Canada. Cyberplex is frequently the firm of choice for business leaders looking for reliable solutions. Cyberplex serves clients across Canada and the US, and is headquartered in Toronto, Canada with offices in San Diego and Halifax.

**Forward-Looking Statements**

This news release may contain forward-looking statements that are based on management's current expectations and are subject to known and unknown uncertainties and risks, which could cause actual results to differ materially from those contemplated or implied by such forward-looking statements. Cyberplex is under no obligation to update any forward-looking statements contained herein should material facts change due to new information, future events or otherwise.