

# JAGUAR CANADA PILOTS CX DIGITAL MEDIA FOR ONLINE LEAD GENERATION

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**TORONTO, ON** - (Marketwire – April 28, 2010) – CX Digital Media a subsidiary of Cyberplex Inc (TSX: CX) and a global leader in performance-based online marketing and technology solutions has signed an agreement to work with Jaguar Canada to increase brand awareness and sales of select new Jaguar models, using lead generation efforts.

“We chose CX Digital because of their focus on performance.” stated Steven Majewski, National Marketing Manager for Jaguar Canada. “The model employed by CX Digital allows us to see beyond the clicks and adds an additional level of accountability and insights into our digital campaigns.” Jaguar sees how its audience is quickly shifting its daily activities to the web and has been seeking new ways to engage with prospects online. CX Digital specializes in online marketing initiatives that provide the highest return on investment (“ROI”) for their clients marketing budgets, which was an appealing alternative to Jaguar’s traditional marketing methods. By choosing to partner with CX Digital to pilot new and innovative online marketing programs, Jaguar recognizes the need to better understand and utilize the online marketplace as part of its marketing strategy. CX Digital will work with Jaguar to promote the brand, attract new test drives for the new Jaguar XJ, XF and XK models and focusing on quantifiable results from the online marketing spend.

The multi-channel campaign will be powered by CX Digital’s proprietary ad targeting and optimization technologies in order to deliver customers on a CPA (cost per acquisition) basis. By developing a campaign around direct customer acquisition, Jaguar will be able to scale up its program as demand for products grow. “As performance based online initiatives and social media marketing programs become more widespread, we feel that we can assist all types of organizations with their online strategy and execution” says David Benoliel, VP of Interactive at CX Digital. “Using a CPA approach, Jaguar’s online marketing spend can be linked back to a marketing ROI model that is most beneficial for them.”

## **About Cyberplex**

Cyberplex Inc. ([www.cyberplex.com](http://www.cyberplex.com)) is a leader in providing advertising solutions, online customer acquisition strategies and technology development. The Company, through its subsidiaries, leverages its proprietary affiliate network, robust advertising relationships and experience, along with technology design, development and solutions specialists to develop and implement web-based programs and solutions that have a proven record in delivering results.

With over 16 years of experience serving Fortune 1000 clients including FTD, Vista Print, 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 effective and reliable online solutions. Cyberplex serves clients across Canada and the US and is headquartered in Toronto, Canada.

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## **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.

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