

## Quest selects CX Digital Media to Expand their Client Reach

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**TORONTO, ON - (Marketwire – March 30, 2010) - Cyberplex Inc. (TSX: CX)** a global leader in performance-based online marketing and technology solutions, through its subsidiary CX Digital Media, was selected by Quest Personals, the industry leader in telephone dating and chat services, to expand their client reach using online marketing.

"CX Digital enabled us to quickly understand and execute on various online marketing initiatives." says Ben Newton, Director of Products at Quest. "With the expertise provided by the CX Digital team, we were able to quickly build and test various online campaigns to determine if they could outperform traditional media. Early indicators have shown that digital marketing may constitute a larger part of our annual media spend." Quest identified that a large segment of potential clients are spending more time online than ever before and with heavy competition in traditional media and shifting online behaviours; Quest knew it was essential to grow their presence online.

CX Digital was chosen due to their ability to execute on a CPA platform (cost per acquisition), and to provide leading online marketing strategy and advice to clients. "A key challenge for us was finding what messages and approaches would work" says Ben Newton. "CX Digital customized a campaign for Quest, which was then tested and optimized in order to provide the best return for our marketing dollars". "Our end-to-end approach is having a real impact with larger brands like Quest, and the quality of our campaigns" states David Benoliel, VP of Interactive Sales at Cyberplex. "By working closely together with our clients through the concept and testing stages, we can provide superior analytics and better converting offers."

### **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 15 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 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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