

## **SYNERGEX LAUNCHES NEW VIDEO GAME ASSEMBLY SERVICE: BRINGING ADDED DEPTH TO SUPPLY CHAIN MANAGEMENT**

MISSISSAUGA, ONTARIO (August 14, 2007): Synergex Corporation (“Synergex”), (TSX: SYX), a leading provider of business solutions today announces its latest video game assembly service to enhance its highly regarded supply chain management solutions. Synergex’ video game assembly service consists of highly sophisticated automation that bundles spindled discs with DVD style cases, bilingual printed components and applies a “cigarette” style cellophane wrap to create retail ready finished products. Synergex has the capacity to assemble any video game software product, regardless of platform. Synergex’ video game assembly capabilities can also extend beyond the boundaries of video games to other software and movies in other countries.

This solution allows Synergex to capitalize upon and service its customers’ needs to rapidly distribute video game products across the country. It also opens the opportunity to provide location-specific packaging for different countries in which Synergex distributes products. The infrastructure invested in offering these services further positions Synergex to effectively respond to any prospective changes in retail packaging requirements. This provides a significant cost savings advantage while maximizing efficiency to video game publishers worldwide through centralized management, production and movement of product destined for Canadian and Latin American retail channels.

Synergex has been selected by Sony Computer Entertainment America Inc. to be its exclusive Canadian assembler for the entire Sony PlayStation product line. Synergex is also authorized to assemble Nintendo and Microsoft products produced by third party videogame publishers for nationwide distribution.

“Incorporating product assembly into our supply chain management solutions has allowed us to strengthen our position within the video game industry by providing video game publishers with an efficient and cost saving solution which centralizes management of product localization, assembly, and distribution in Canada. We anticipate the investments that we have made in this new video game assembly service will aggressively drive revenue growth throughout our peak seasonality periods.” said David Aiello, President & Chief Executive Officer of Synergex.

“We seized the opportunity to leverage greater volumes of business within the video game industry, and extended our capabilities to target new business in other markets. These new business opportunities include assembly of: DVD, Blu-ray and HD-DVD movies, computer software, and a host of other available and emerging mediums destined for Canadian, Latin American, or other international markets.” said Matt Reiter, Senior Vice President of Synergex.

About Synergex

Synergex Corporation is a leading provider of business solutions. Synergex applies its proven expertise in supply chain management and process automation to emerging opportunities with high growth potential. The Company has three workgroups: Synergex Commercial Gateway, Synergex Technology, and Synergex Business Information, which provide value added depth in the areas of video game logistics and distribution, digital signage, retail solutions at the point of sale, graphic design, translation services, Radio Frequency Identification, credit reporting, and collection services.

Headquartered in Mississauga, Ontario, with operations across North, Central and South America, Synergex serves a broad base of customers that includes a number of multinational enterprises. Synergex is listed on the Toronto Stock Exchange and trades under the symbol SYX. For further information, please visit [www.syx.ca](http://www.syx.ca).

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