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## EMPIRICAL ANNOUNCES THE CLOSING OF ITS ACQUISITION OF MEDIAMIX

MISSISSAUGA, ONTARIO - (May 1, 2008) – Empirical Inc. (TSX.V: EM) (the “Company” or “Empirical”) is pleased to announce that today it acquired all of the issued and outstanding shares of Mediamix Marketing Group Inc. (“Mediamix”). The acquisition was completed in accordance with the terms and conditions of the share exchange agreement, dated February 6, 2008, as amended, among the former shareholders of Mediamix, the Company and Mediamix.

Mediamix provides traditional off-line direct marketing, fulfillment and sales promotion services to a broad North American client base while Empirical has core competencies in interactive, event and social marketing services.

Mediamix's co-founder and partner, Jack Laishes says, "This is a great step forward. The complimentary services of the two companies place Empirical in a unique position to integrate complex direct marketing programs with social marketing elements across all channels. The combined customer base will benefit significantly from the full service marketing solutions offering."

Don Cochrane, Vice President of Marketing for Empirical states, "This strategic acquisition allows Empirical to execute our clients' marketing programs simultaneously across all consumer and business touch-points. This is a critically important service in today's marketplace where consumers have choice in how and when they interact with marketer's messages."

The details of the acquisition are more fully described in the Company's press release dated February 6, 2008.

Empirical is a marketing solutions company serving Brands that care about meaningful dialogue with their customers. The Company integrates web technology, data and traditional direct-to-consumer marketing tactics to create dialogue between its clients and their consumers.

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*The TSX Venture Exchange does not accept responsibility for the adequacy or accuracy of this release.*