



Ethnic Technologies announces the release of E-Tech 2018

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Ethnic Technologies, the Global Leader in Digital Multicultural Marketing, Research, Database Enhancement and Analytics is pleased to announce the release of E-Tech 2018.

The company's industry leading software product now incorporates new multicultural demographic products and features:

E-Tech 2018 includes enhancements to many Eastern European ethnicities. Given the intricacies of many Central and Eastern European languages such as Russian, Polish, Armenian, Serbo-Croatian, Romanian, etc., we have extensively researched relationships between these peoples, cultures and their names. Our in depth research combined with our updated and proprietary Enhanced Neighborhood Analytics (ENA) enables E-Tech 2018 to more precisely predict many multicultural attributes, directly and indirectly affected by these cultures.

In addition to the release of E-Tech 2018, Ethnic Technologies is proud to announce their new product, **Access India**.

Access India helps identify Asian Indians who are currently one of the largest and most affluent Asian groups in both the United States and Canada. The majority of these North American Asian Indians were born in India, are more connected to their culture of origin and speak their native language at home.

Ethnic Technologies' **Access India** product identifies Asian Indian records more granularly into ten different Asian Indian cultures: **Telugu, Tamil, Malayalam, Kannada, Marathi, Gujarati, Hindi, Punjabi, Urdu and Bengali**.

Access India predictively combines these more granular Asian Indian cultural identifications in the United States and Canada with each individual's affluence level to provide a new, highly accurate and actionable capability to help you engage more effectively with your customers.

The E-Tech Challenge Guarantee:

There is nothing we love better than to show people the marketing power of our products and how we can help. Please contact us for a free analysis of your customer data or sample of our data products to reach the newest, fastest growing and highest dollar value groups of people to market to in the United States, Canada, Brazil, etc.

About Ethnic Technologies

Ethnic Technologies (E-TECH) is the Global Leader in Multicultural Marketing, Research, Data Enhancement, Segmentation and Modeling Analytics. The EthniCenter® from Ethnic Technologies is the result of over 40 years of continuous multicultural, religious and language preference research. E-TECH's Multicultural Ethnic, Language

Preference and Degree of Assimilation Indices outperform the competition in accuracy and response rates time after time. Whether using the data for marketing via social media, search engine marketing (SEM), digital, mailing, telemarketing, email campaigns or modeling, the same excellent results have been achieved.

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