

## **COLLEGE TONIGHT, INC. RESPONDS TO CONSUMER DEMAND AND OPENS PLATFORM TO 51 ADDITIONAL COLLEGE CAMPUSES**

*CEO Zach Suchin to Announce Details at Social Networking Conference in Miami  
January 31 - Feb 1*

**(January 22, 2008 - LOS ANGELES)** -- College Tonight, Inc. (OTC: SMXT) announced today that it will be expanding the [College Tonight](http://www.collegetonight.com) social networking community to students at 51 additional colleges. Currently the service is available to students at 63 schools, and unlike other social networks, fosters real-world activities by providing information about nightlife, campus and community events and connecting students by encouraging them to "Get On, Get Up and Get Out" as opposed to tethering them to their computer screens. [College Tonight](http://www.collegetonight.com) is only open to college students and alumni at select colleges, in keeping with its philosophy that college students prefer the privacy and intimacy of an exclusive network.

The coming expansion is in direct response to increased demand from students wishing to use College Tonight as their social network of choice. Says CEO Zachary R. Suchin, "We're excited to be able to expand the College Tonight community by offering our network to 51 additional schools. We have been listening to our users and responding quickly to provide additional features and tools to help College Tonight become the ultimate social sidekick."

Suchin will be a panelist at the upcoming Social Networking Conference, January 31-February 1, 2008 in Miami, where he will address the topic of "Growing Up on Social Networks." Co-Founder and CTO Jason Schutzbank will simultaneously be speaking at the Y-Pulse College Mashup in Los Angeles. College Tonight will also be unveiling an improved design and fresh feature set in the next three months as part of the expansion plan.

### **About College Tonight, Inc.**

College Tonight (<http://www.collegetonight.com>) is an interactive service and networking platform for the college market, targeting both active students and alumni. As the antidote to "anti-social networking," College Tonight differs from other social networks by promoting active social interactivity in "the real world." The site fosters in-person communication and activities with an emphasis on nightlife and other social events both local to a member's college campus and beyond for more broadly based communities.

Members of College Tonight access up-to-the-minute news about events and promotions throughout their communities. The service also provides advertisers with a rich user base of active, affluent and social trendsetting and taste-making college students. College Tonight is a

"social sidekick," providing students with ideas, connections and a catalyst to actual social interactivity, taking users from interface to face-to-face. The company develops, builds and markets online community products to serve the college market. College Tonight, Inc. is a wholly owned subsidiary of Simex, whose common stock is traded over the counter. Simex plans to change its name to College Tonight, Inc. and apply for listing on the Bulletin Board later this month.

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*Information in this release regarding Simex or College Tonight's forecasts, outlook, expectations and beliefs are forward-looking statements that involve risks and uncertainties. All forward-looking statements included in this release are based upon information available to Simex or College tonight as of the date of this release, which may change, and we assume no obligation to update any such forward-looking statements. These statements are not guarantees of future performance; actual results could differ materially from our current expectations.*

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