

**COLLEGE TONIGHT, INC. TAPS ROGERS & COWAN  
FOR NATIONAL EXPANSION AS SOCIAL NETWORK GOES PUBLIC**

**(Los Angeles) January 8, 2008** – College Tonight, Inc. (OTC: SMXT) announced today that it has selected Rogers & Cowan, the world’s leading entertainment public relations and marketing agency, to create and implement a comprehensive publicity campaign to publicize its RPO and the continuation of its national roll-out of the service, which uses proprietary technology to create a unique approach to social networking. The announcement was jointly made today by President and CEO Zachary R. Suchin and Rogers & Cowan CEO Tom Tardio.

Rogers & Cowan will provide strategic planning and media relations in the technology, business and consumer sectors. The account will be co-managed by Executive Vice President Julie Nathanson and Vice President Jennifer Fader.

*Suchin commented on the selection of Rogers & Cowan, "After an expansive search, we are pleased to be working with Rogers & Cowan, which has proven its expertise in the many areas of public and media relations that we will need as we continue to establish College Tonight nationally in the business and consumer sectors."*

*Said Tardio, "We are excited to be working with College Tonight on the national roll-out of their site. Our team of knowledge leaders in both the traditional and social media areas will develop the strategic marketing communications blueprint to position College Tonight as the first choice in social network sites for today’s college student. Rogers & Cowan will utilize our rich print, broadcast and digital media contacts with a special*

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*concentration on the youth market to build awareness for the successful business entity, College Tonight, and its robust online and offline offerings.”*

**About College Tonight, Inc.**

College Tonight ([www.collegetonight.com](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 for 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 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.

**About Rogers & Cowan**

Rogers & Cowan is the world’s leading entertainment public relations and marketing agency with offices in Los Angeles, New York, London and Beijing. The agency designs and implements campaigns for entertainment clients, such as film production and distribution companies, cable and network TV programming, records labels, recording artists, celebrities and athletes, videogame publishers and distributors and digital media companies. Rogers & Cowan also creates integrated marketing solutions for consumer brands seeking to build a connection with consumers through entertainment and lifestyle influences. Find out more at [www.rogersandcowan.com](http://www.rogersandcowan.com). Rogers & Cowan is a unit of the Interpublic Group of Companies.

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