



Message Systems Launches Adaptive Delivery *Next-generation deliverability to optimize email marketing campaigns*

COLUMBIA, MARYLAND – October 19, 2009 – Message Systems, the premier provider of holistic, fast and flexible message management solutions, announced today the availability of Adaptive Delivery, a unique and creative application of its Momentum message management platform.

Adaptive Delivery enables companies to proactively safeguard their brand reputation and lift delivery rates – all without getting bogged down in the mechanics of managing deliverability or paying a specialist to do it. Unlike any other solution on the market, Adaptive Delivery auto-tunes delivery parameters based on your real-time, individualized results. With Adaptive Delivery, email marketers can focus on what they do best – building sustainable, profitable customer relationships and contributing to the company’s bottom line.

“The release of Adaptive Delivery heralds a new generation in deliverability management,” said George Schlossnagle, CEO of Message Systems. “This new product is yet another example of the power of a message management platform and its potential for revolutionizing the way companies manage digital messaging to improve their bottom line and customer relationships.”

The most important metric for messaging success is revenue, not throughput, since sending mail faster and in larger volumes doesn’t matter if it’s not getting delivered. Adaptive Delivery is the only solution that can maximize both the effectiveness and efficiency of mailings with real-time, individualized deliverability management.

“Historically, email marketers have only been able to resolve deliverability issues at the conclusion of a campaign after suffering potential damage to both their reputation and results, and the process for resolving such problems has been frustratingly costly and time-consuming with no assurance they won’t reoccur,” said Dave Lewis, CMO of Message Systems. “With the auto-tuning capabilities of Adaptive Delivery, marketers can now avoid deliverability train wrecks. They can proactively protect their reputation, optimize their delivery rates and focus on the essential tasks at hand—building customer loyalty and generating revenue.”

Adaptive Delivery is the only email delivery solution that can truly react “live” to any message’s distinct disposition. Adaptive Delivery gives email marketers the power to optimize deliverability through an automated workflow and protect their sending reputation by resolving issues before they occur. As a result, marketers are able to achieve maximum ROI from marketing campaigns while realizing continuous improvements over time via cumulative intelligence.

Key features and benefits of Message Systems' Adaptive Delivery include:

- ✓ **Increased Deliverability for Maximum Returns**
 - Self-tuning networked solution auto-adjusts sending parameters in real-time
 - Optimizes delivery rates for each mail stream to resolve issues in advance
 - Helps you maintain top mailing speeds to deliver more mail
 - IP Warm-Up starts IPs out with a good sending reputation
- ✓ **Superior Flexibility & Control**
 - Multi-tenant configuration lets you manage separate mail streams independently
 - Monitors SMTP response codes and server behavior for every message to make individualized adjustments
 - Adapts to per-message disposition results and ISP changes in real-time
 - Workflow runs under your supervision, within boundaries you establish
 - Real-time alerts and daily summaries keep administrators up-to-date
- ✓ **Improved Sending Reputation**
 - Minimizes reputation risk by fixing problems before they have a negative impact
 - Limits rate of sending for mail streams individually to avoid ISP blocking
 - Prevents repetitive resending to failed recipients until issues are resolved
- ✓ **Lower Operating Costs**
 - Eliminates costly mailing delays, failures, and after-the-fact maintenance
 - Streamlines operations by minimizing administration and support needs
 - Detects ISP rolling blocks, then suspends and resumes mail automatically
 - Frees up critical resources for revenue-generating projects

What clients are saying about Adaptive Delivery:

"Adaptive Delivery revolutionized the way we send mail. Our delivery rates have improved and we're now free from managing the technical mechanics of deliverability."
—Andy Tomasello, Director of Network Operations, Wired For Change

"Adaptive Delivery is the next gen product our industry needs. It does what's advertised —saving time, money and numerous deliverability headaches."—Cliff Seltzer, CEO, Puresend

General Availability

Message Systems' Adaptive Delivery is available immediately. It's offered on a 12-month subscription basis. For a limited time, a 60-day trial at no cost or obligation will be available. For more information, please visit www.messagesystems.com.

About Message Systems

Founded in 1997, Message Systems is a worldwide provider of message management solutions for email service providers (ESPs), Internet service providers (ISPs), social networks and large enterprises that need to manage large volumes of business-critical email. Through a combination of technology, partnerships and intellectual capital, Message Systems offers a family of software solutions and services that address the email infrastructure and deliverability needs for organizations ranging from e-commerce companies to the Global 2000. With the most powerful message management platform on the market, Message Systems gets billions of unique messages to the right place at the right time every day. Headquartered in Columbia, Maryland, Message Systems has a network of channel partners in North America, Europe and Asia Pacific. For more information, go to <http://www.messagesystems.com> or call 877.887.3031.

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