



Causes Recruits Message Systems for Enhanced Messaging Capabilities

Popular Facebook application selects Message Systems Momentum to manage up to 40 million messages per day and ability to scale for future growth

COLUMBIA, MARYLAND – September 15, 2009 – Message Systems, the premier provider of holistic, fast and flexible message management solutions, announced today that it has been selected by Causes, for its best-in-class deliverability, scalability and reliability.

Headquartered in Berkeley, California, Causes empowers anyone with a good idea or passion for change to impact the world by mobilizing their network of friends to grow lasting social and political movements. Causes' Facebook application was launched on May 25, 2007. Since then, the community has grown by more than 75 million people, and over \$11 million has been donated to nonprofits through the application. Over 290,000 causes have been created by users on every topic from breast cancer research to stopping genocide to supporting local parks.

Prior to implementing Message Systems, Causes had been using a popular MTA to deliver and process transactional and notification emails. As the company's email volumes grew, it became difficult for the existing messaging infrastructure to handle the escalating load of email and ensure its delivery in a timely and efficient manner. After reviewing several open-source and commercial solutions, Causes selected the Message Systems Momentum platform for its superior performance and visibility into email streams, as well as the extensibility and scalability to accommodate the future growth and changing needs of the business – all key attributes of a next generation message management platform.

“With over 75 million community members, it is imperative that our messaging platform be able to handle a high transaction load,” said Michel Weksler, Director of Engineering at Causes. “With Message Systems' Momentum, we're able to better serve our community of nonprofit organizations knowing that these messages get delivered quickly and reliably.”

The Message Systems Momentum platform has a highly versatile framework designed to meet even the most demanding client requirements. For social networking clients, Momentum is helping increase member interaction, strengthen community identity, and reduce infrastructure needs. Causes will benefit from Momentum's integrated functionality of a controlling gateway, intelligence router and a policy engine that allows them to set their own unique rules for managing messages, incorporating internal and external applications, and referencing multiple data sources.

“Today’s digital messaging technologies—email, SMS, MMS, and IM—are an integral component of social networking applications,” said George Schlossnagle, CEO of Message Systems. “Social networking applications such as Causes benefit from the scalable, customizable solution that Message Systems provides. With its open-ended extensibility, Momentum provides Causes with the agility to tailor the platform to their specific needs and easily modify the solution as those needs and channels change. For Causes, our platform will help to fulfill mission-critical messaging requirements with unprecedented speed and cost-savings.”

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.

About Causes.com

Causes was founded on the belief that in a healthy society, anyone can participate in change by informing and inspiring others. We strive to build tools for people to mobilize their friends for collective action, spread the word to friends of friends and acquaintances, and eventually launch movements that span local communities or even the globe. There have been 290,000 causes created by our users and over \$11 million has been donated to those causes’ nonprofit beneficiaries. The Causes application on Facebook was launched in May 2007 and was co-founded by Sean Parker and Joe Green. For more information, go to www.causes.com or visit the application on Facebook at <http://apps.facebook.com/causes>.

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