



BigTent Selects Message Systems for Next Generation Messaging Capabilities

Leading group management service chooses Message Systems Momentum to help accelerate mail processing for thousands of global online groups

COLUMBIA, MARYLAND – November 10, 2009 – Message Systems, the premier provider of holistic, fast and flexible message management solutions, announced today that it has been selected by BigTent, a free, family-friendly, online group management platform, for its best-of-breed deliverability, performance and reliability.

Headquartered in San Francisco, California, BigTent provides a free online gathering place for real-world and virtual groups such as parents' clubs, schools, nonprofits, professional associations, alumni organizations, church groups, hobbyists and more. With users across all 50 states, BigTent helps communities share, communicate, and organize online and in-person by providing intuitive, free group management tools. In fact, some of the world's largest online groups, such as the FlyLady group (<http://www.flylady.net>), depend on BigTent to reach hundreds of thousands of people in minutes, several times a day. BigTent members can choose whether to receive their communications in individual emails, digests or online discussion threads. They depend on BigTent to reliably deliver messages in a timely manner.

Prior to implementing Message Systems, BigTent had been using an open-source solution to handle its messaging needs. Because of the escalating load on its messaging infrastructure, BigTent needed to deploy a scalable, fully customizable framework that would enable maximum email deliverability without sacrificing flexibility for performance.

"We address the technological and administrative challenges for online groups of up to 500,000 members," said Mike Schwartz, Vice President of Engineering, BigTent. "As such, it's imperative that our messaging platform allow our members to share and send information at the click of a button. With Message Systems Momentum, we're able to broaden our members' ability to participate online or via email while allowing them to benefit from the industry's highest email delivery rates. Together, Message Systems and BigTent are strengthening and engaging member communication amongst the world's largest online groups."

Message Systems Momentum is a comprehensive, customizable message management platform designed to meet even the most complex client requirements. For social networking clients, Momentum is helping increase member interaction, strengthen community identity, and reduce infrastructure needs.

"Today's online communities need a high-performance, next-generation platform that can grow both the brand and the member base," said George Schlossnagle, CEO of Message Systems. "Message Systems Momentum is the only platform that offers the

scalability, reliability and flexibility necessary to achieve these business objectives. For BigTent, Momentum ensures successful delivery of its members' transactional email to help facilitate member growth and further enhance members' experiences."

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 BigTent

BigTent is where trusted groups connect online. The platform for family-friendly organizations strengthens group involvement and simplifies group management. By combining the best of today's social networking features with group management tools, BigTent helps real-world and virtual communities. Free to members and groups, BigTent is supported by unique "Engagement Marketing" campaigns that allow brands to connect with BigTent's members and groups in successful word-of-mouth marketing programs. Founded in 2006, the company is headquartered in San Francisco and currently hosts parents groups, PTAs, schools, neighborhood groups, scouting troops, hobby clubs, professional and alumni associations, and other community groups nationwide. For more information about BigTent, please visit: <http://www.bigtent.com>.

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Contact:

Sara Long
Atomic PR
415-402-0230
sara@atomicpr.com