

# Brandmail Solutions Teams Up with World's Leading Email Application Solution Vendors

*Message Systems, IronPort, StrongMail and Port25 sign partnership agreements with Brandmail Solutions to bring the power of DKIM to customers and enable the SbS2.0™ Secure Branding System*

**Palo Alto, CA (PR Newswire) November 10, 2007** – Email is the most popular application on the Internet with over 50 percent growth in daily volume from 2006 to 2007. Phishing attacks that exploit a reputable brand to fraud the public and harm the consumer email relationship are on the rise. Brandmail Solutions, in partnership with the most important Email Application Solution vendors, is in a unique position to give control of the brand's email reputation back to the sending company.

The core of the Brandmail Solutions SbS2.0™ Secure Branding System rests on the ability to authenticate that an email has come from where it claims to have originated. Once an email is authenticated, the SbS2.0™ renders the sender's brand logo in the "From" field of the recipient's inbox.

To send a Branded Email, Brandmail Solutions sending partners must attach either a Domain Keys or a Domain Keys Identified Mail (DKIM) signature to the emails they wish to brand. DKIM is the fastest growing email authentication standard. Co-developed by Yahoo!, Cisco and others, DKIM provides cryptographic proof of the origin of an email.

Juan Altmayer Pizzorno, CTO of Port25 says, "We are delighted to see DKIM being used in such a highly visible, useful way. Strong authentication is a cornerstone of restoring email trust, and we believe that our partnership with Brandmail Solutions will help bring that trust faster."

The Brandmail Solutions partner Email Application Solution vendors all provide a key piece of technology known as a Mail Transfer Agent (MTA). Put simply, MTA's move email messages from one place to another. Without MTAs, email simply wouldn't flow – ticket verification emails would never arrive, newsletters simply couldn't be sent. The MTA is a critical part of the Secure Branding System because it handles all outbound email from a sender, putting it in the perfect position to affix the necessary DKIM authentication signature.

"For legitimate senders who are serious about protecting their brand and reputation, this partnership provides an easy pathway to implement DKIM authenticated mail on the Message Systems Delivery Manager MTA," said Barry Abel, Message Systems' vice president of Field Operations. "We're pleased to be involved in this important partnership and believe that thousands of business can benefit quickly from the combined solution."

Brandmail Solution's vice president of Channel Partnership Development, Emanuel Younanzade, concludes, "Partnership with these market leading Email Application Solution vendors makes the deployment of the Brandmail Solutions Secure Branding System a very simple proposition for senders. We're very pleased to have the support of such great partners."

## **About Message Systems**

Founded in 1997, Message Systems is a worldwide provider of email software solutions and services for email service providers (ESPs), Internet service providers (ISPs) and large enterprises that need to manage the delivery of large amounts 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 regional businesses to the Global 2000. With the most powerful Message Transfer Agent (MTA) on the market supporting more than 100,000 concurrent connections per server, Message Systems gets millions of unique messages to the right place at the right time. Headquartered in Columbia, Maryland, Message Systems has a network of channel partners in North America, Europe and Asia. For more information, go to <http://www.messagesystems.com>.

## **About Port25 Solutions**

Port25 provides specialized email infrastructure software products that address the unique demands of customer communications and email marketing applications. PowerMTA, Port25's flagship product, provides senders with superior delivery performance and advanced features to proactively manage their sender reputations. Port25 customers include leading email service providers such as Responsys, Silverpop, ExactTarget, Zustek, and WhatCounts, and leading brands such as Travelocity, iVillage, Cabela's and Bank of America. Founded in 1999, Port25's mission is to help maximize the potential of email as a platform for legitimate and effective customer communications. To learn more about Port25 Solutions and PowerMTA, please visit <http://www.port25.com>.

### **About Brandmail Solutions**

Brandmail Solutions is a global pioneer in email verification and branding. Working with technology companies and service providers right across the email ecosystem, Brandmail Solutions provides a complete, scalable, secure branded email system that not only safeguards end users against phishing, but intuitively enhances the overall email experience for email users. With the SbS2.0™ Secure Branding System, Brandmail Solutions is quite literally “changing the face of email™.” Founded in 2006, Brandmail Solutions has offices in the United States, Ireland, and Germany. <http://www.brandmailsolutions.com>