



## **LifeScript Chooses Message Systems to Significantly Boost Outbound Email Performance and Efficiency**

***Top women's health website depends on Message Systems to manage and deliver over 25 million messages per day***

COLUMBIA, MD. -- January 27, 2009 -- Message Systems, the leader in digital messaging software solutions, announced today that LifeScript, one of the fastest-growing online health publishers, has selected its Delivery Manager platform to improve email management and throughput to build brand reputation with its base of approximately 10 million subscribers worldwide.

"As a top 10 commercial health website, LifeScript has extremely rigorous email management, technology and throughput requirements," said Jack S. Hogan, Chief Operating Officer for LifeScript. "Message Systems was the only email management platform with the speed, flexibility, and ease-of-use to meet our demands. Only two months after implementing their solution, we've been able to reduce our email management costs by 66% while increasing output by 500%. Combine that with Message Systems' excellent customer service and strict compliance standards, and it's clear that they offer the most solid business investment."

LifeScript ([www.lifescrpt.com](http://www.lifescrpt.com)) is a women's health portal that attracts approximately 4 million unique visitors and 30-40 million page views monthly (comScore Media Metrix). They send out six daily email newsletters, including the popular Daily Inspiration.

LifeScript chose Message Systems' Delivery Manager for its ability to leverage virtual IP addresses in a clustered environment, lower IT infrastructure costs by reducing the number of email servers, while protecting its email infrastructure from server failures through Message Systems' automatic failover feature. With Message Systems' Delivery Manager, LifeScript's IT department also gains insight into delivery problems, and can take immediate corrective action when they occur.

"With approximately 10 million unique newsletter subscribers relying on us, our reputation is always on the line," said Gary Rizo, Director of IT Operations for LifeScript. "Message Systems has improved our deliverability rates and given us more control over the speed of delivery to the inbox. Their implementation team added a variety of customized settings for our unique business needs that has significantly improved the ease-of-use and TCO of the solution, and enabled us to improve our relations with our ISP partners."

“We look forward to helping LifeScript achieve its marketing goals,” said Barry Abel, Vice President of Field Operations, Message Systems. “Our customized, proactive messaging platform is designed to improve brand loyalty and customer retention by building upon the communication preferences of LifeScript’s customers – a true differentiator in today’s marketplace.”

### **About LifeScript**

LifeScript is the #1 website dedicated to women’s health. The company provides practical, female-friendly content on diet and fitness, weight loss, anti-aging, relationships, family health and other topics. Through its newly redesigned portal ([www.lifescrpt.com](http://www.lifescrpt.com)), LifeScript inspires women to be proactive about their health. It also provides a platform for advertisers to reach the Internet’s most active health decision-makers. LifeScript now ranks #10 in commercial health sites (comScore) and #2 most popular on the Hitwise index. The site averages approximately 4 million unique monthly site visitors and approximately 10 million subscribers to its 6 daily e-newsletters. Founded in 1999, LifeScript also packages and sells a proprietary line of customized vitamin plans and soy shakes in addition to its core media business. The company has 56 employees and is based in Mission Viejo, California, with offices in New York City and Beverly Hills.

### **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 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 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. For more information, go to [www.messagesystems.com](http://www.messagesystems.com) or call 877.887.3031.

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