



Genius.com Taps Message Systems to Enhance Message Management Capabilities for Rapidly Growing Customer Base

Leading B2B Marketing Solutions Provider Selects Message Systems' Platform for Increased Email Throughput, Real-Time Visibility and Expanded Scalability

Columbia, Maryland – February 24th, 2009 – Message Systems, provider of the world's fastest and most flexible message management platform, announced today that Genius.com, the leading on-demand provider of B2B solutions for sales and marketing professionals, has selected Message Systems' platform as the most scalable, flexible and cost effective solution for accommodating its rapid customer growth projections for 2009. See a separate release at www.genius.com/us/news/pr/2009/2009-02-24.html.

Genius.com provides award-winning email marketing solutions and was recently named the #1 demand generation solution by Salesforce AppExchange customers. Over 500 corporate customers and 50,000 users worldwide use Genius' unique technology to automate [email marketing](#) and [demand generation](#) campaigns that deliver the most qualified leads directly to frontline Sales reps, so they can immediately qualify and follow-up on their best opportunities. Genius significantly outpaced the market with record growth in 2008, and is forecasting continued expansion in 2009.

To bolster its position as the leading demand generation solution, Genius sought a best-of-breed message management platform for its email delivery. The new solution needed to scale to accommodate the company's rapid growth and ensure that its customers' messages continue to be delivered in a timely and efficient manner. Cost efficiency, customer control and visibility into email streams were also important factors in choosing a solution.

“After evaluating a number of technology providers, we determined that Message Systems is the only platform that provides the scalability and visibility that would enable us to achieve our forecasted growth and customer success objectives,” said Shirley Foster, Vice President of Engineering and Operations for Genius.com. “With Message Systems, we have real-time visibility to delivery rates, failures and ISP feedback loops, and can work proactively with our customers to fine tune their processes, increasing contact rates with prospects. This truly helps set Genius apart from the competition.”

“Our customer base sends out millions of emails per month and that's growing at an exponential rate,” said Zaid Ali, Director of Technical Operations, Genius.com. “With Message Systems, we're now able to simultaneously accommodate a 20% month-over-month increase in email throughput while dramatically improving our customers' ability

to protect their reputation with ISPs. The ability to offer increased customer control and improved ease of management were also important factors in choosing Message Systems' platform.”

“Our goal with Genius, as with all of our clients, is to enable them to deliver the right messages to the right person at the right time,” said Dave Lewis, CMO of Message Systems. “Offering the most scalable message management solution in the industry and, at the same time, giving customers the flexibility and customization they need to set themselves apart from the competition is the key to our success.”

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 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. For more information, go to <http://www.messagesystems.com> or call 877.887.3031.

About Genius.com

Genius.com Incorporated, creator of award-winning [SalesGenius®](#) and [MarketingGenius®](#) solutions, is the leading on-demand provider of [B2B marketing](#) solutions that enable frontline professionals to quickly identify and connect with their best prospects -- without IT. Genius solutions instantly deliver personalized email campaign and website visit results to both Marketing and Sales, dramatically improving lead generation and qualification.

Genius.com is a Sales 2.0 leader and was recently named the #1 demand generation solution by Salesforce AppExchange customers. Over 500 corporate customers use Genius.com's unique technology to automate [email marketing](#) and [demand generation](#) campaigns that deliver the most qualified leads directly to frontline Sales reps, so they can immediately qualify and follow-up on their best opportunities. Genius.com is a privately held company, funded by Accel Partners, Mohr Davidow Ventures, Emergence Capital and Walden International, with headquarters in San Mateo, CA. For more information visit www.genius.com or email info@genius.com

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