



Message Systems Launches Delivery Manager 3.0

Powerful Message Management Platform Offers Unprecedented Ease of Use and Visibility into the Email Stream

COLUMBIA, MD, April 7, 2009 - Message Systems, the premier provider of holistic, fast and flexible message management solutions, today announced Delivery Manager 3.0, a powerful new platform that offers significant benefits for Email Service Providers (ESPs), social networks, e-centric companies, and other enterprises that send large volumes of business-critical email.

In keeping with Message Systems' commitment to speed, flexibility and unsurpassed performance, Delivery Manager 3.0 provides enhanced ease of use and unprecedented visibility into the email stream. The platform introduces a host of new features and advancements designed to improve deliverability and add value for ESPs and key market segments, including integration capabilities with Goodmail and other authentication providers, bounce processing analytics, and more. New enhancements in the areas of administration, user interface, reporting, and policy management combine to create the most efficient and effective email management solution in the industry.

"The release of Delivery Manager 3.0 is just the latest example of how Message Systems is transforming traditional email marketing by enabling our clients to address critical deliverability issues while minimizing the ongoing burden on IT," said George Schlossnagle, President of Message Systems. "With this product release, Message Systems continues to lead the charge in providing businesses with intelligent solutions to help boost efficiency and ROI on email marketing."

Delivery Manager 3.0 is a highly-versatile platform designed to meet even the most complex and demanding client requirements. The platform provides groundbreaking functionality by affording them real-time, end-to-end visibility into their email streams, with the ability to see what's happening from the moment an email is sent to the moment it is delivered to a customer's inbox. Message Systems' enhanced user interface and administrative console allow its clients to pinpoint issues and trends with the click of a button.

"In the current economic climate, companies need to maximize the return on their marketing and IT expenditures," said Dave Lewis, Chief Marketing Officer for Message Systems. "The Message Systems platform gives our clients a real competitive advantage by enabling them to boost their email marketing results while simultaneously improving IT efficiencies."

Key features of Message Systems' Delivery Manager 3.0 include:

- **Enhanced User Interface** – Manages every configuration option from a single user interface that auto-adapts, based on the add-on modules that the client has implemented.
- **Advanced Subcluster Management** – Allows servers to now be arrayed in multiple sub-clusters underneath a single management server, even in different geographic locations.

- Improved real-time configuration management – Enhances management flexibility with the ability to change virtually any configuration setting, including new binding and traffic shaping criteria, without restarts.
- Return Path Integration – Monitors the delivery disposition of the customer’s email in conjunction with the Return Path Mailbox Monitor service.
- Granular analytics and graphing – Drills down with new analytics techniques that can help clients pin-point issues or trends with a single click.
- New Policy Scripting Editor – Enables the editing of policy logic/rules through a new UI in addition to editing script files and working from the command line.
- New Policy Scripting Backend – Expands message policy and workflow management with an imbedded Lua engine to provide users an unprecedented amount of control over how messages in the email stream are handled end-to-end.

General Availability

Message Systems’ Delivery Manager 3.0 is available immediately. For more information, please visit www.messagesystems.com

About Message Systems

Founded in 1997, Message Systems is a worldwide provider of message management solutions and services 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

###

Contact:

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