



MESSAGE SYSTEMS AND ADKNOWLEDGE PARTNER TO HELP COMPANIES MONETIZE THEIR MESSAGING PLATFORMS

Advertising Partnership Creates New Opportunities for ISPs and Carriers to Increase Revenue and Stop Messaging Abuse

COLUMBIA, MD., and KANSAS CITY, MO, May 4 , 2009 -- Message Systems, a premier provider of holistic, fast and flexible message management solutions, and Adknowledge, a leading online advertising network, announced today a partnership enabling Internet Service Providers (ISPs) and Email Service Providers (ESPs) to monetize their messaging platforms through highly targeted advertising insertion.

Message Systems provides an intelligent, scalable, customizable framework for message management that helps improve deliverability of legitimate email while putting a stop to messaging abuse. Adknowledge combines pay-per-click performance with targeting technologies and privacy safeguards to insert ads at the bottom of user-generated emails and within a webmail interface. The new partnership between the two companies will enable Message Systems' clients to monetize POP and Web-based email services and increase Average Revenue per User (ARPU) by implementing Adknowledge's service seamlessly into their existing message management platform.

"For the most part, legitimate email senders and receivers both share the common goal of delivering wanted email and eliminating spam," said David Harvey, Vice President of Business Development & Partnerships for Message Systems. "Our mission is to help deliver only the right messages to the right people at the right time, while helping ISPs and telecommunications carriers find new ways to monetize their existing email services. Our partnership with Adknowledge opens up significant new revenue streams for our clients via targeted ad insertion – it's an innovative approach to better leveraging of existing infrastructure and services, and provides additional incentives to email operators (senders & receivers) with established reputations."

For ISPs and carriers, the Message Systems platform is widely recognized for how it simplifies the complexity of managing email, reduces operating expense and helps stop spam and other forms of messaging abuse. Less well known, is how the same platform can be leveraged to lower call center costs, reduce customer churn, and take advantage of new ways to monetize email services, such as Adknowledge. For email service providers who originate legitimate email, the Message Systems platform plays a similar role. It significantly enhances operational efficiency and lowers cost while enabling ESPs to improve email deliverability, sustain good reputations, and optimize the ROI on

marketing campaigns through adherence to industry best practices and innovative applications.

Adknowledge is a performance-based advertising network that utilizes powerful predictive technology to connect advertisers with consumers across multiple channels, including email, search, messaging, domain, and social networks. The service is based on a predictive modeling technology that determines the specific ad to deliver to selected consumers at the optimal time. The Adknowledge Targeting Technology predicts future consumer responses based on past, recorded responses. This continuous modeling of millions of pieces of anonymous consumer data optimizes and refines the targeting.

“AdKnowledge is dedicated to delivering a high degree of relevance in all of the ads we serve, without any disruptive change or negative impact to the user experience,” said Travis W. Tisa, General Manager of the Adknowledge Messaging product. “Our partnership with Message Systems will create an exciting, new opportunity to connect advertisers with consumers using email as the vehicle.”

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

About Adknowledge

Adknowledge is a performance-based advertising network that utilizes powerful predictive technology to connect advertisers with consumers across multiple channels, including email, search, messaging, domain, and social networks. Over 50,000 advertisers use the Adknowledge ad network to promote their offers. Headquartered in Kansas City, Adknowledge has domestic offices in Los Angeles, San Francisco, Chicago, New York, Ft. Myers, FL, and international offices in the United Kingdom and Australia. For more information, please visit <http://www.adknowledge.com> or call 816.931.1777.

###

Message Systems PR Contact:

Marco Torresi

Atomic PR

415-402-0230

marco@atomicpr.com