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## **mobileStorm Ensures Email Performance with Message Systems**

*Message Systems Delivery Manager selected by MobileStorm to scale with company growth and ensure campaign deliverability*

**Columbia, Maryland – September 30, 2008** – Email solutions provider Message Systems announced today that Delivery Manager has been selected by mobileStorm to boost the performance of its email marketing service and scale with the company’s growth, while ensuring client campaign deliverability.

mobileStorm pioneered the concept of digital marketing nearly ten years ago and is a recognized leader in the digital marketing revolution. The Los Angeles-based company provides a turnkey, hosted email and digital messaging platform backed by world-class support and expert digital marketing services and is currently experiencing phenomenal growth. Realizing that it was rapidly outgrowing its original email management system, the company began its search for a higher performance solution that would easily integrate with its proprietary digital marketing platform and handle simultaneous email campaigns for its growing list of customers, while ensuring deliverability and providing better control and visibility in real-world conditions.

“As mobileStorm enters its next stage of hyper-growth, we need an email system that can scale with us in every sense of the word,” said Jared Reitzin, CEO for mobileStorm. “We looked at the options and chose the platform that all of the other major email senders are using—Message Systems Delivery Manager—and for good reason. As soon as we started pushing out email campaigns using Delivery Manager, we knew it was absolutely the right choice for our clients and us. Unlike our previous solution, it is perfectly suited for the Email Service Provider business model.”

With the unique ability to send millions of messages per hour, Message Systems Delivery Manager is not only the fastest email system available today, it is the only email solution that takes a holistic approach to email marketing, incorporating unprecedented performance with deliverability best practices and technology, ease of use and management. Delivery Manager sends business-critical campaigns in a matter of minutes with fewer servers to deliver campaigns on time, drive revenue, reduce IT costs and help marketers comply with ISP requirements to ensure high rates of deliverability.

“mobileStorm is not only growing rapidly, but it frequently handles multiple—and often urgent—email campaigns simultaneously where failure to deliver is not an option,” said Barry Abel, Message Systems’ vice president of Field Operations. “We’re always gratified when companies like mobileStorm, who have the highest requirements for email deliverability, performance and scalability, put their trust in Message Systems.”

### **About mobileStorm**

For nearly a decade mobileStorm has pioneered the concept of digital marketing. Having successfully delivered 2 billion+ messages on behalf of thousands of premier customers such as American Idol, Qantas Airways, MGM Grand, Carl’s Jr., Squaw Valley Ski Resort and Horoscope.com, mobileStorm is at the forefront of the digital marketing evolution. The company provides a turnkey, hosted email and digital messaging platform backed by world-class support and expert digital marketing services. mobileStorm has created the most complete digital marketing solution available, enabling clients to reach customers via email, text (mobile) messaging, voice messaging, RSS, video broadcast and fax broadcast from a single provider. More information is available at [.mobilestorm.com](http://mobilestorm.com).

### **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 portfolio of software solutions and services that address the email infrastructure and deliverability needs for organizations ranging from regional businesses to the Global 2000. 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).

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