



Contact:

Angela McMahon
Carabiner Communications
404-543-9636
amcmahon@carabinerpr.com

Industry Visionary Dave Lewis Joins Message Systems as CMO

Sees opportunity to transform digital messaging with Message Systems technology

COLUMBIA, MD – October 7, 2008 – Message Systems, a global leader in digital messaging solutions, today announced that Dave Lewis has joined the company as chief marketing officer. In this capacity, Lewis is responsible for executing an overarching strategy that ties together the company's ISP, ESP and major enterprise businesses and accelerates growth through innovative, holistic product solutions that facilitate the medium's pivotal role in online communication and commerce.

Lewis is a recognized industry thought-leader and has frequently spoken and written on the challenges and opportunities of the digital messaging medium. He has often been quoted in the industry and national press. For the past three consecutive years, *BtoB Magazine* has named Lewis as one of the most influential people in email marketing. This recognition came as a result of his overall industry leadership as well as his championing of consumer empowerment.

"I am extremely excited to have Dave join the Message Systems team," said president and chief technology officer, George Schlossnagle. "His vision, shaped by a uniquely broad experience with both service providers and enterprises, will be transformative for our company and the industry as a whole.

Lewis brings 30 years of marketing, services and business leadership in both corporate and entrepreneurial environments to his new position. Prior to Message Systems, Lewis was the vice president of marketing for Bizanga, a provider of message management platforms for ISPs and telcos in North America and Europe. Before Bizanga, Lewis was responsible for market and product strategy at StrongMail Systems where he was engaged with strategic accounts, drove industry outreach initiatives and introduced a series of innovative product enhancements that significantly elevated the company's image and position in the marketplace.

Previously, Lewis served as vice president of deliverability management and ISP relations for email service provider Digital Impact (now Acxiom/Digital), achieving the highest email delivery rates in the industry. Prior to that, Lewis led development and marketing for a new, multi-sourced national consumer list product at Acxiom Corporation. He also founded and managed the highly successful list services division for DataQuick Information Systems before its acquisition by Acxiom. Lewis began his career at Bank of America where he held a series of senior level marketing and product management positions over his 15-year tenure, including responsibility for the development and direct marketing of its equity products.