



WhatCounts & Message Systems Join Forces with Powerful Email Marketing Solution

Offers unique value-proposition and superior ROI in on-premises platform

Las Vegas, NV – October 13, 2008 – At the Direct Marketing Association (DMA) Annual Conference & Exhibition, WhatCounts, a leader in comprehensive e-communication solutions for marketers and publishers, together with email platform provider Message Systems, announced a significant partnership that leverages the strengths of the two companies. Now for the first time, enterprises that deploy their email in-house will have access to both a best-in-class campaign management solution and the industry’s most powerful, reliable and fully-featured email delivery platform.

Under this agreement, Message Systems will become the email platform provider for WhatCounts’ enterprise class Broadcaster[™] appliance and software solutions as well as its offerings for small to mid-sized businesses. Over the next few months, WhatCounts will be integrating the Message Systems’ Delivery Manager platform into its products. In addition, the two companies will coordinate their marketing and sales efforts to bring the value of this unique combination to the marketplace.

“In these challenging economic times, firms should seriously consider taking their permission email services in-house because of the tremendous ROI,” said Brian Ratzliff, President of WhatCounts. “In order to do that, marketing and IT professionals need a best of breed email publishing platform, and a superior delivery engine that provides them with the utmost confidence that their email is actionable and being delivered into the customer’s inbox. By combining our respective strengths, we’re bringing a unique value-proposition to the marketplace that no one else can duplicate.”

The WhatCounts e-Communications Suite has been recognized by JupiterResearch as “the most complete array of deployment options including self-service, collaborative service, and full-service as well as an on-premises appliance that runs on the same application code base as does its hosted offering.” Similarly, the Message Systems’ Delivery Manager platform has been recognized for its wealth of features, including high-speed performance with built-in domain level throttling for ISP compliance and advanced bounce controls with customizable thresholds. The combined offering will feature dynamic failover and clustering capability along with bi-directional batch and real-time data integration support. It will also provide the real-time APIs for transactional and triggered email marketing campaigns as well as the built-in monitoring, audit and security controls that sophisticated marketing and IT professionals demand.

“This combined offering with WhatCounts has obvious benefits for in-house mailers,” said Dave Lewis, Chief Marketing Officer for Message Systems. “Through the melding of marketing and technology sophistication, we can resolve the pains they have today in the execution of their email programs, and afford them the best deliverability, functionality and reporting available in the marketplace.”

WhatCounts and Message Systems are both exhibiting at the DMA08 Conference and Exhibition at the Las Vegas Convention Center in Las Vegas, Nevada (booth #1753 and #1751). The exhibition will run from October 12 through October 14.

About WhatCounts, Inc.

WhatCounts is a leader in comprehensive e-communication programs leveraging the power of targeted permission-based email messaging, interactive two-way dialogue, personalized content syndication (RSS) and extensive marketing services. Deliverability management, strategic coaching, best practices benchmarking and professional services ensure substantial returns on loyalty marketing investments.

The powerful WhatCounts e-Communications Suite represents over ten years of industry expertise and development, and enables marketers to build brand loyalty through enhanced communication and granular analytics. This robust platform can be delivered through a hosted Web-based application for direct customers and agency resellers or via the unique proprietary Broadcaster™ appliance. With the development of the Broadcaster™, WhatCounts was the first company to offer a hardware solution with pre-installed software to eliminate metered fees. Flexible application programming interfaces allow for seamless integration between the e-Communications Suite and customer relationship management, marketing and reporting platforms. Founded in 2000, WhatCounts is a private Seattle-based company with offices across North America. For more information, please visit www.whatcounts.com or call (800) 440-7005.

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 family of software solutions and services that address the email infrastructure and deliverability needs for organizations ranging from regional businesses to the Global 2000. With the most powerful Message Transfer Agent (MTA) on the market supporting more than 100,000 concurrent connections per server, Message Systems gets millions of unique messages to the right place at the right time. 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).

Media Contact

Ola Bateman
WhatCounts, Inc.
206.709.8250 x231
[@whatcounts.com](mailto:ola@whatcounts.com)

Angela McMahon
Message Systems
404-543-9636
amcmahon@carabinerpr.com

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