



## **SchoolMessenger Selects Message Systems for Optimization of Critical Messaging Infrastructure**

***Leading provider of education notification services partners with Message Systems to further optimize its high volume messaging platform***

**COLUMBIA, MARYLAND – June 3, 2009** – Message Systems, the premier provider of holistic, fast and flexible message management solutions, announced today that SchoolMessenger, a leading provider of notification solutions for education, has selected its email platform to support the company’s innovative suite of products and services.

Since 1999, education professionals have trusted SchoolMessenger to deliver the messages they use to develop and nurture relationships with parents, students, and staff. Headquartered in Santa Cruz, California, SchoolMessenger serves thousands of school districts, public schools, colleges, universities, private schools and other educational facilities with real-time reminders and alerts. These notices help ensure greater school safety and security, foster parental involvement and create an environment for higher academic achievement. Whether sending a notification about school open house, student attendance, or alerting students, staff and families about weather conditions or an on-campus emergency, SchoolMessenger’s robust notification system keeps parents, staff and students well-informed and connected.

Each day, SchoolMessenger sends millions of critical messages through voice, SMS text and email on behalf of K-12 school districts and institutes of higher education. In fact, some of the largest school districts in the country, including the New York City Department of Education and the Dallas Independent School District, depend on SchoolMessenger to reach hundreds of thousands of people in minutes. To support its growing business, SchoolMessenger needed an email solution that could scale to future volume requirements while maintaining its high standards for fast, reliable delivery that customers have come to expect. After evaluating a number of potential solutions, SchoolMessenger chose to implement Message Systems’ powerful and flexible platform for its email messaging needs.

“Efficient, secure and accurate message delivery is paramount to our business,” said Howard Wood, Chief Technology Officer of SchoolMessenger. “By deploying Message Systems’ platform, we’re able to elevate our quality of service for email to the levels which SchoolMessenger has built for its voice and SMS text messaging platforms – the levels counted on by the nation’s leading school systems to reach millions of people every day. Message Systems’ leadership in email messaging and keen focus on innovation make them an ideal partner to help us optimize our delivery of critical email messages. Above all, this collaboration will enable us to help schools meet their strategic goals of keeping students safe, reducing the dropout rate, and increasing parent involvement.”

Message Systems' highly versatile platform is designed to meet even the most complex and demanding client requirements. The platform provides groundbreaking functionality by affording clients 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. This intelligent, scalable, customizable framework helps solve pressing business issues by enhancing operational efficiency while also improving email deliverability and minimizing IT expenses.

"There's no substitute for a fast, reliable and highly agile messaging capability when the safety, well-being and academic future of students is on the line," said Dave Lewis, Chief Marketing Officer of Message Systems. "We're proud that SchoolMessenger has chosen us to be a partner in providing this critical service to school districts and other educational institutions across the country and in fulfilling their vital mission of fostering an environment for academic excellence."

### **About Message Systems**

Founded in 1997, Message Systems is a worldwide provider of message management solutions 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 SchoolMessenger**

SchoolMessenger is a leading provider of notification solutions for education. Thousands of school districts, public schools, colleges, universities, private schools and other educational facilities depend on the company's innovative solutions to connect and effectively communicate with millions of parents, students and staff every day. Founded in 1999, the privately-funded company is headquartered in Santa Cruz, California. For information, visit <http://www.schoolmessenger.com> or call 888.527.5225.

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