



## **Knotice Selects Message Systems to Enhance On-Demand Messaging Infrastructure**

*Leading Direct Digital Marketing Provider Opts for Momentum Platform*

**COLUMBIA, MARYLAND – August 18, 2009** – Message Systems, the premier provider of holistic, fast and flexible message management solutions, announced today that it has been selected by Knotice, a provider of software and services that maximize the ROI of direct digital marketing through process automation, increased relevance, and improved performance. Knotice has chosen to implement the Message Systems Momentum platform to enhance the company’s on-demand messaging infrastructure.

“Commercial email delivery is an ever-evolving and changing environment,” said Brian Burns, Knotice’s Director of Infrastructure and Messaging. “It’s critical that our messaging infrastructure is continually calibrated for maximum performance and throughput with ISPs, while also allowing us to easily scale as we continue to grow. Message Systems helps us achieve both.”

Knotice’s on-demand platform Concentri<sup>®</sup> unifies the vital direct digital marketing functions companies need to create profitable relationships with prospects and customers on their website, through email, and over mobile devices. This unification saves customers time and money, while directly improving the relevance and performance of their campaigns.

The fastest, most powerful message management framework available, Message Systems’ Momentum platform eliminates excessive infrastructure, improves speed-to-market for new products and services, and provides complete control over message streams. The end result is customer-aware messaging that improves response rates.

“We’re pleased to be working with Knotice as they continue to enhance and scale their holistic messaging infrastructure,” said Barry Abel, Vice President of Field Operations for Message Systems. “What Knotice offers in terms of multi-channel capability is very unique, and we’re excited that our superior technology will be a part of it.”

### **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 representatives and 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 Knotice**

Knotice (pronounced "notice") maximizes the ROI of direct digital marketing – interactive marketing communications that can be addressed to a specific individual – through process automation, increased relevance and improved performance. Working with clients throughout North America, Knotice guides marketers toward efficient, effective application of highly-targeted marketing communications over today's primary digital channels. Founded in 2003, Knotice is headquartered in Akron, Ohio, along the banks of the Ohio-Erie Canal. For more information visit <http://www.knotice.com>.

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