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Acxiom Digital Selects Message Systems Delivery Manager

Partnership further extends Acxiom Digital's market leadership by enabling clients to leverage authentication protocols such as DKIM

COLUMBIA, MD – January 16, 2008 – Email solutions provider [Message Systems](#) announced today that [Acxiom Digital](#), a leading provider of integrated digital marketing solutions for Global 2000 enterprises, has selected the Message Systems Delivery Manager as its email delivery system.

Acxiom Digital chose Message Systems [Delivery Manager](#) for its advanced email deliverability functionality, including sophisticated receiver-specific sending controls and support for leading third-party reputation partners such as GoodMail as well as the latest authentication protocols such as Domain Keys and Domain Keys Identified Mail (DKIM). Delivery Manager also features the high-volume scalability necessary to meet Acxiom Digital's growing business.

Acxiom Digital also chose Message Systems Delivery Manager for its delivery speed and unique clustering capability, which reduced Acxiom Digital's IT infrastructure management costs while delivering end-to-end systems management and reporting. Message Systems' clustering improves quality of service, ensures high availability and provides on-demand analysis through single-point management and configuration. Acxiom Digital system administrators can use Message Systems Delivery Manager's Web-based Cluster Console to visually monitor cluster metrics in real time and make immediate policy changes to ensure continued high performance.

"Our reputation as a market leader in integrated digital marketing is a direct result of our unwavering focus on innovation and ability to implement results-driven, high-performance digital marketing technologies and services for our clients," said Kevin Johnson, leader for Acxiom Digital. "Partnering with Message Systems on our email delivery system infrastructure is important, because it positions our clients as the first in the industry to be able to take advantage of DKIM and promises to support numerous future platform enhancements that are on our product roadmap."

"Everything we do is predicated on increasing our customers' email deliverability, making their business more profitable through reduced overhead and engendering client loyalty," said Barry Abel, Message Systems' vice president of Field Operations. "Acxiom Digital is a perfect example of the type of company that can realize immediate and future benefits from Message Systems Delivery Manager's inherent high performance and scalability, third-party integration, on-demand analytics and streamlined clustered infrastructure."

About Acxiom Digital

Acxiom Digital is a leading provider of integrated digital marketing solutions for Global 2000 enterprises including Marriott, Gap, Inc., and Hewlett-Packard. Acxiom Digital combines agency services with world-class campaign execution on a proprietary technology platform to deliver superior marketing results for clients. The Company's proprietary IMPACT™ platform combines campaign management with advanced analytics to assist account and client teams in designing, sending and analyzing direct marketing communications. The Company creates and executes campaigns across multiple media channels including personalized e-mail, targeted websites, banner and other web advertisements, search engines, and direct mail (print). Acxiom Digital is a member of the TRUSTe Privacy Program and the NAI's E-mail Service Provider Coalition and works only with companies that adhere to appropriate consumer privacy guidelines. Acxiom Digital was founded in 1997 and operated as Digital Impact prior to acquisition by Acxiom Corporation in 2005. For more information, visit www.acxiomdigital.com.

About Acxiom Corporation

Acxiom Corporation (NASDAQ:ACXM - News) integrates data, services and technology to create and deliver customer and information management solutions for many of the largest, most respected companies in the world. The core components of Acxiom's innovative solutions are Customer Data Integration (CDI) technology, data, database services, IT outsourcing, consulting and analytics, and privacy leadership. Founded in 1969, Acxiom is headquartered in Little Rock, Arkansas, with locations throughout the United States and Europe, and in Australia, China and Canada. For more information, visit www.acxiom.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 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 <http://www.messagesystems.com>.

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