



**For Immediate Release**

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**Message Systems, Formerly OmniTI, Debuts New Name to Better Reflect  
Progressive Position in the Email Solutions Marketplace**

*Email Software Platform Offers Unmatched Speed, Deliverability and Reporting  
Providing Immediate ROI*

**ATLANTA – September 19, 2006** – Email solutions market-leader OmniTI has changed its name to Message Systems. The name change is part of a strategic branding effort aimed at more clearly defining the company’s unique and progressive stance in the email delivery marketplace.

“Our new name more accurately describes what we do, which is to bring unparalleled optimization to email deliverability on multiple levels,” said Barry Abel, vice president of field operations for Message Systems. “We’re unique in that we provide our customers unsurpassed speed and scalability, an extensibility suite for quick integration of new technologies and new clustering for failover management. Further, our software provides proven ROI through higher delivery rates as well as a reduction of overall hardware costs.”

Now more than ever, ESPs, ISPs, and large enterprises that process large amounts of email are dealing with complicated deliverability issues such as reputation management, authentication accuracy, reliability and policy management. Simultaneously, these organizations need to automate and optimize email deliverability to get email to the right people at the right time, while arresting viruses, spam and other system-debilitating nuisances.

Those organizations require a fast, yet reliable platform to optimize email deliverability. Message Systems meets those needs with the industry’s highest performing email application server, supporting 100,000 concurrent connections per server.

“Through our Marketer Suite for ESPs and Carrier Suite for ISPs, we provide customers with solutions for the complex problems that plague the industry. Our depth of expertise gives us insight into how the industry will continue to evolve. As those changes happen, our products enable companies to be nimble and adapt,” added Abel.

Message Systems' email solutions are software-based, working within any existing environment, enabling integration within minutes and eliminating the need for racks of email servers. Message Systems' robust delivery and reporting capabilities yield a valuable ROI, driving new revenue and maintaining customer loyalty.

"Message Systems provides a best-of-breed email deliverability solution for organizations that require the ultimate in performance and capability," said John Quren, senior vice president of sales and business development for Goodmail Systems, a Message Systems partner and creator of the CertifiedEmail system for trusted email. "Volume email senders looking to renew trust, assure deliverability, and restore message integrity would be well-served to look to Message Systems, an established thought leader in the email delivery space."

### **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 who need to manage the delivery of large amounts of 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>.