



**Contact:**

Marcy Theobald  
Carabiner Communications  
678-860-3639  
[mtheobald@carabinerpr.com](mailto:mtheobald@carabinerpr.com)

**ad:tech NY Booth #1213**

**Message Systems Takes Email Deliverability  
to A New Level for Bluestreak**

*Bluestreak realizes email bounce rate improvement of 2.5 percent  
for its global marketer and agency customers*

**NEW YORK and COLUMBIA, MD – November 6, 2006** – Email software solutions provider Message Systems announced today at the ad:tech New York Show that Bluestreak, a leading provider of digital marketing technologies and services, has achieved tremendous business and email process improvements since implementing Message Systems' Message Transfer Agent (MTA).

Bluestreak implemented Message Systems' MTA on the back end of its email platform in February 2006, and has since benefited from a 2.5 percent decrease in email bounce rates.

According to Chuck Ellis, chief technical officer for Bluestreak, "Since implementing Message Systems, not only can we more intimately and accurately monitor email campaigns, but the MTA is so powerful that it allows us to handle five million to 10 million emails an hour, up from three million per hour previously. The combination of fast delivery speed and lower bounce back rates equates to immense improvements in our customers' campaign success, allowing them to better justify email initiative."

"It is business-critical for ESPs to optimize email deliverability so that their customers can, in turn, get email communications to the right people at the right time," said Barry Abel, vice president of field operations for Message Systems. "We work hard to continually advance our technologies and provide the most technologically advanced email deliverability solutions to our forward-thinking customers such as Bluestreak."

Bluestreak's Ellis further indicated that his company selected Message Systems over other email solutions providers not only because of its powerful tool set, but also due to its solid financials, its commitment to the email industry, and for what Ellis calls its organizational chemistry. "We feel that we have found a true partner in email deliverability that consistently stays in front of the technology curve. "Instead of worrying about back-end MTA application development, we can focus more on our core business, which is providing good email service and technology. Message Systems helps

us keep our clients happy, and the value of keeping clients happy is immeasurable,” he said.

When searching for a new back end to its email platform, Bluestreak found in Message Systems an email solution that met all its requirements: The MTA had to be flexible, fast, compatible with the latest protocols, and have superior security and support multiple language formats. With Message Systems, Bluestreak has also realized a dramatic improvement in email forensics. The company is able to identify deliverability anomalies within a fraction of the time it used to take, then immediately remediate the issues.

To learn more about how Message Systems has increased email deliverability for Bluestreak, visit Message Systems in booth #1213 during ad:tech New York this week.

### **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 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>.

### **About Bluestreak**

Bluestreak is a leading provider of digital marketing technologies and services that help global marketers and agencies connect and interact with their online customers. A pioneer in rich media, the company today offers a full range of digital marketing solutions including a next-generation, permission-based email marketing platform, a powerful ad management solution and strategic services for guiding customers through digital customer acquisition and/or retention programs.

Bluestreak sets itself apart by providing marketers with state-of-the-art email marketing capabilities, including response-oriented creative development, email sweepstakes solutions, email program health checks and messaging on emerging platforms like RSS and SMS.

Headquartered in Providence, RI with offices in New York, Dallas and London, more information on Bluestreak can be found at [www.bluestreak.com](http://www.bluestreak.com).

###