

FOR IMMEDIATE RELEASE

EPOSTMARKS LAUNCHES POSTMARKED EMAIL

*New Email Service Offers
Protection from U.S. Postal Service*

ROCHESTER, New York - November 24, 2009 - Epostmarks today introduced Postmarked Email, which combines the protection of the U.S. Postal Service® (Postal Service™) with Goodmail's CertifiedEmail platform. Postmarked Email safeguards email messages using United States Postal Service Electronic Postmark® (USPS EPM®) technology; an auditable time-and-date stamping service that verifies the authenticity of electronically transmitted documents and files. The combination of CertifiedEmail and EPM® provides legally compliant email messaging, and is fully protected by the Postal Service, the most trusted U.S. government agency. The business benefits also include cost savings, improved green score cards, and increased consumer trust in online communications.

Nearly 75 percent of all U.S. citizens are now online, making business-related email convenient for most people, especially for transactional messages such as bills, statements, and notifications. Until now, use of email messaging for private and business matters has largely been avoided due to inherent trust problems related to electronic transmission of private or sensitive messages. With the increasing amount of client communications required by federal laws regulating the financial services, telecommunications, and utilities industries, there exists a significant market need for a trusted electronic delivery method.

“Postmarked Email lets you send email with all the confidence of paper mail” said Jason Curtis, CEO of Epostmarks, Inc. “By combining the legal strength and enforcement of the U.S. Postal Service with Goodmail's CertifiedEmail platform, a new benchmark for trust has been established in email.”

Postmarked Email appears with CertifiedEmail's widely recognized Blue Ribbon icon in a user's email inbox, and allows protected email to display the widely recognized Postal Service™ eagle logo, enabling users to easily identify Postal Service™ protected email. Electronically tampering with USPS EPM® protected email carries a similar penalty to tampering with traditional mail. By extending legal protections and enforcement to email that are commonly found with traditional mail service, Postmarked Email sets the stage for a new era of greater trust in email messages.

We are very excited to work with Epostmarks who created such an innovative application of the Electronic Postmark with Goodmail Systems,” said Gregory S. Crabb, Inspector in Charge, Revenue Fraud and Cyber Intelligence, U.S. Postal Inspection Service. “With the federal authority and protection of the Postal Service, Postmarked Email will bring a new

level of trust to electronic communications, ensuring a safer online experience for U.S. citizens.”

Email as a business and transactional tool has traditionally lacked trust in the public eye due to phishers and hackers executing highly publicized online fraud. Postmarked Email eliminates fraud by sending a cryptographically secure token that ensures the authenticity of a message. And, the protection of the Postal Service™ adds a greater level of trust enabling a safe, secure method for digital communications.

“Consumer concerns around trust and privacy have slowed adoption of email as the primary way that businesses speak to their customers” said Peter Horan, CEO of Goodmail Systems. “But with EPM® technology, Postmarked Email solves these challenges, offering a comprehensive approach to security and trust that will allow businesses to reduce their cost of communications while also strengthening their relationship with their consumers.”

Postmarked Email is available everywhere Goodmail’s CertifiedEmail is available (via AOL, Comcast, MySpace, Cox, Verizon, Yahoo and others).

About the EPM® Service

The USPS EPM® is an auditable time and date stamping service offered by authorized service providers under a license from the United States Postal Service. The EPM® service verifies the authenticity of documents and files sent electronically. Electronic Postmarks issued by an authorized EPM® service provider are stored in their repositories and available for verification for up to seven years from the date of issuance. The USPS EPM® serves as the backup verifier for all Electronic Postmarks.

About Epostmarks, Inc.

Epostmarks is an authorized provider of the United States Postal Service Electronic Postmark® (USPS EPM®). The EPM® service conveys the trusted brand and legal strength of the U.S. Postal Service to electronic transactions and is the critical component of our flagship product, "Postmarked Email". A well-established body of federal law exists to support the Postal Service™ and its operations and services. Postmarked Email empowers business and government to conduct electronic communications in compliance with existing U.S. regulations.

About CertifiedEmail™

Goodmail Systems is the creator of CertifiedEmail™, the industry’s standard class of email. CertifiedEmail provides a safe and reliable means for consumers to easily identify authentic email messages from legitimate commercial and nonprofit email senders. Each CertifiedEmail is sent with a cryptographically secure token that assures authenticity and is marked in the inbox with a unique blue ribbon envelope icon, enabling consumers to visually distinguish email messages, which are real and sent from email senders with whom they have a pre-existing relationship. Available to email senders meeting strict standards for best practices and low complaint rates, it is the only class of email available

that assures delivery of all opt-in email messages to the inbox, with links and images automatically rendered intact, and embedded multi-dimensional applications like CertifiedVideo™ for streaming video, yielding measurable improvements in email effectiveness. CertifiedEmail has been adopted by seven of the nation's top 10 email mailbox providers and is in use by 500 commercial, government and non-profit senders. It is supported in North America and Europe by a wide network of email platforms and service providers.

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