

## EMAIL DELIVERABILITY SUMMIT SUCCESSFULLY DELIVERS FOCUS, COOPERATION, AND NEW INDUSTRY STANDARDS

### *Broad Support Among ISPs, Spam Filters, and Email Senders for New Standards*

SAN FRANCISCO, CA – September 17, 2003 - The Institute for Spam and Internet Public Policy ("ISIPP") announced today that the Email Deliverability Summit II which it sponsored yesterday in San Francisco was a resounding success.

Bringing together the CEOs and other executive decision makers from twenty top ISPs and spam filtering companies such as AOL, MSN, RoadRunner, CloudMark, SpamAssassin, and Ironport, and twenty top email senders including RappDigital Innovyx, SilverPop, YesMail, CheetahMail, and Digital Impact, the Summit was observed to be the first group to bring members of both the email sending and email receiving industries together in a manner which facilitated cooperative problem-solving regarding email deliverability.

"Even though we had more than three times the number of people as at Summit I, the level of focus and cooperation was just as high. It was absolutely incredible," explained Anne P. Mitchell, Esq., CEO and President of the Institute for Spam and Internet Public Policy, and co-Chair of the Summit.

"The Summit was the most productive event of its sort that I've ever attended," said George Bilbrey, Vice President and General Manager of Deliverability Services for ReturnPath. "It provided both senders and receivers a set of concrete steps they could take to improve the deliverability of the legitimate mail that end users want."

"The Summit was a tremendous success," agreed Kevin George, Vice President of Operations for SilverPop, and one of the organizers of the Summit. "It was a unique opportunity to have many of the brightest minds in the industry together in one room with the common goal of solving the issues of false positives and improving deliverability rates for legitimate e-mail, while helping receiving systems to be able to distinguish good mail from bad in order to help them in their efforts against spam."

Organized by Mitchell, co-Chair Ian Oxman, Vice President of Email Consulting for RappDigital, and George, Summit II carried forward the work of the first Email Deliverability Summit held in July of this year, presenting and recommending new industry standards to both the sending and receiving industries.

"A total of five new industry standards were presented at Summit II," said Mitchell, "and all five received broad support and commitment from those in attendance. Many of those present at the first Summit have already implemented these standards, and many more committed to doing so."

The standards presented at Summit II related to bounce handling, unsubscribe requests, publication of email permissions requirements, and communication between the sending and receiving industries. With respect to the last, ISIPP debuted its new EDDB (Email Deliverability Database), the result of a collaboration among Summit I attendees.

"I think everyone present found out what we realized at the first meeting, that we're all focused on the customer experience, and have far more in common than we thought," said Summit veteran Derek Harding,

CTO of RappDigital Innovyx. "For perhaps the first time in history the email senders, spam filter companies and the major ISPs, partners and competitors, rivals and friends, sat at one table and talked honestly and openly about the issues we face and what can be done to address those issues. Not just in a theoretical way but in a practical, "what can we do right now", manner."

Traveling from India to attend the Summit, Suresh Ramasubramanian, Security and Antispam Operations Manager for ISP Outblaze Limited, congratulated ISIPP and all of the Summit attendees "for what turned out to be a highly interesting, frank and open discussion of issues that concern both senders and receivers of email - the issues that will make email remain a usable communication tool, and drag it out of the morass of spam into which it is slowly sinking."

"That was the most energizing meeting I have been to in a long time," added Laura Atkins, CEO of Word to the Wise, a deliverability consultancy to both the sending and receiving industries. "It was amazing to watch the dynamics in the room -- that everyone who was there was able to put aside their corporate competitiveness and work for the good of everyone. And not just everyone in the room, but looking forward and understanding that this impacts everyone...each group deeply understood that it was the end user, their experience and their mailbox that we were talking about. Everything was focused on making sure they, the end users, have the best possible online experience."

For a detail of the standards presented at Summit II, and information about EDDB, see <http://www.isipp.com>

Additional and full-text participant comments, and a full list of attendees, are included below as a separate page.

#### About the Institute for Spam and Internet Public Policy

The Institute for Spam and Internet Public Policy (ISIPP) is a privately held corporation headquartered in the heart of California's Silicon Valley. ISIPP's advisors provide expert analysis and consulting services to legislators, governmental and regulatory agencies, industry leaders, educational institutions, and the press. Founded in 2003 and privately funded, ISIPP sponsors such industry policy and working groups as the Email Management Roundtable, and the Email Deliverability Summit, and conferences such as the 2004 Spam and the Law conference. For more information see <http://www.isipp.com>

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## ADDITIONAL AND FULL-TEXT COMMENTS FROM ATTENDEES OF SUMMIT II:

"The summit was highly productive, and went a long way towards improving relations between mailers and ISPs. The steps taken at the second Email Deliverability summit will, eventually, go a long way towards ensuring that users would not have a problem getting mail from lists that they subscribed to. Just as importantly, the results of this Summit will help users not receive mail from lists that they never signed up for or requested.

I congratulate ISIPP, and all the attendees at the Summit, for what turned out to be a highly interesting, frank and open discussion of issues that concern both senders and receivers of email - the issues that will make email remain a usable communication tool, and drag it out of the morass of spam that it is slowly sinking into."

- Suresh Ramasubramanian, Security and Antispam Operations Manager, Outblaze Limited

"It was gratifying to see all the key stakeholders -- ISPs, ESPs, intermediaries -- in one room talking to (not at) one another about deliverability solutions. That's the only way we're going to preserve the integrity of the email medium and protect it from a common foe: the spammers. Digital Impact is pleased to participate in this dialogue and commends ISIPP for bringing the stakeholders together into a stronger, mutually beneficial relationship."

- R. David Lewis, Vice President, Deliverability Mgt & ISP Relations, Digital Impact

"Digital Connexions was privileged to participate with the select group of industry decision makers at the ISIPP summit. The key to the success of this particular group and summit (where similar groups have failed) is that all constituents involved are high level decision makers and industry leaders of major ISP's, ESP's and anti-spam organizations. Having the appropriate decisions makers involved allows them to act upon the recommendations proposed by the group and make the appropriate changes within their respective organizations. It also opened up lines of communication that are desperately needed to ensure that all companies can easily work together to ultimately get e-mail delivered. "

- Carey Catala, VP Sales, Digital Connexions, Corp.

"The genuine spirit of cooperation to achieve a common goal clearly represents the best effort I have seen to date. Socketware is anxious to contribute and fully support this initiative moving forward."

- John Karnes, CTO, Socketware, makers of Accucast

"The email summit was a phenomenal event due to the presence of key players on both sides of the table -- email marketers and ISP's. There truly was a "team" atmosphere and a recognition of common goals. We really do want the same thing, the ability to continue to conduct our business without the external pressures of unwanted email. I am more than encouraged by the real progress we have made as a group thus far, and look forward to the impact we'll have on the industry moving forward."

- Chip House, Director of Marketing, ExactTarget

"Everyone.net was pleased to participate at Summit II, an industry-leading forum that promoted open dialogues between email sending and receiving companies."

Josh Mailman, VP Marketing, Everyone.net, an email provider for over 100,000 domains

"The summit exceeded my expectations. In one room you had all of the key senders and key receivers focused on the same issues. I think that the most interesting facet of the meeting is that both senders and receivers are in agreement on many key issues. Both senders and receivers are united in a common mission, 'how do we get the email people want into their mailboxes.' While this may sound like a simplistic objective, everything we worked on at the meeting was highly focused on that mission. The fact that we have opened a clear communications channel that will make it much easier to reach the right people (on either side) when there is a critical question or issue will definitely help the industry achieve it's goal."

- Jordon Ayan, CEO and Chairman, SubscriberMail

"That was the most energizing meeting I have been to in a long time. It was amazing to watch the dynamics in the room -- that everyone who was there was able to put aside their corporate competitiveness and work for the good of everyone. And not just everyone in the room, but looking forward and understanding this impacts everyone and working out how to include more companies as it grows.

The other thing was that while we didn't have end users represented in the room, each group deeply understood that it was the end user, their experience and their mailbox that we were talking about. Everything was focused on making sure they, the end users, have the best possible online experience."

- Laura Atkins, CEO, Word to the Wise

"I think it was a great step towards creating accountability and standards. I feel like this kind of teamwork, even more so than any proposed legislation, will end up saving the email marketing industry from being destroyed by spam. I was surprised at how eager the ISPs were to cooperate with the senders, and vice versa.

- Michael Torres, Messaging Practices Policy Manager

"I think the future of email is reaching a critical point. In this country it has become virtually ubiquitous and yet at the same it is drowning under the deluge of spam.

Yesterday I think everyone present found out what we realised at the first meeting, that we're all focused on the customer experience, and have far more in common than we thought.

So for perhaps the first time in history the email senders, spam filter companies and the major ISPs, partners and competitors, rivals and friends, sat at one table and talked honestly and openly about the issues we face and what can be done to address those issues. Not just in a theoretical way but in a practical, what can we do right now, manner. I think the takeaways give us all things to think about and things we can do in our own organisations to start addressing this problem."

- Derek Harding, CTO, RappDigital Innovyx

"We have participated in several conferences like the ISIPP Summit with the same goals of developing better communication between ESPs, ISP and anti-spam software firms and data companies like AcquireWeb. This is the first meeting that we have participated in where the various constituencies felt comfortable talking about their own problems and issues in a constructive forum focused on building solutions to help each other and the industry as a whole. By continuing to work together like this we will improve the experience for the entire online community from the marketer to the consumer."

- Albert Gadbut, President, AcquireWeb Inc.

## FULL LIST OF ATTENDEES (ACTUAL)

### Receivers:

Anne P. Mitchell, Esq. - CEO, ISIPP - Summit Co-Chair  
Kevin P. Doerr - Group Bus. Manager, Anti-Spam Technology & Strategy Group, Microsoft  
Carl Hutzler - Technical Director, AntiSpam Operations, AOL  
Mark Herrick - Director of Operations Security, RoadRunner  
Rich Buchanan - VP Marketing, Cloudmark  
Patrick Peterson - Sr. Director, Services and Support, Ironport  
Josh Mailman - VP, Marketing, Everyone.net  
Doug Turner - Senior VP, Marketing & Business Dev., MessageGate  
Arnold de Leon - Email Practices Policy Manager, MSN/TV  
Steve Atkins - Founder, SamSpade  
Lance Weatherby, CMO, Cyphertrust  
Laura Tessmer - CEO, Word to the Wise  
George Bilbrey - VP and GM Deliverability Services, ReturnPath  
Eytan Urbas - VP, Marketing, Mailshell  
Suresh Ramasubramanian, Manager, Antispam and Security Operations, Outblaze  
Craig Hughes - Chief Architect, McAfee Security; Founding Architect, SpamAssassin  
Kee Hinckley - CTO, MessageFire  
Jon Oliver, Chief Spam Fighter, MailFrontier  
Mark Neumann, VP, Product Development, Cable & Wireless

### Senders:

Ian Oxman, VP Email Consulting, RappDigital - Summit Co-Chair  
Kevin George, VP Operations, Silverpop,  
Derek Harding, CTO, Innovyx, Inc.  
Steve Koenig, VP Client Services, YesMail  
Matt Seeley, COO, Cheetahmail  
John Karnes, CTO, Socketware  
Brian Haberstroh, CEO, Atriks and TheMail.com  
Ray Everett Church, Esq., ePrivacyGroup  
Dave Geller, CEO, WhatCounts  
Dave Lewis, VP ISP Relations, Digital Impact  
Carey Catala, VP Sales, Digital Connexions  
Michael Wexler, VP, e-Dialog  
Al Iverson, DigitalRiver  
Kirill Popov, VP, Uptilt  
Chip House, Dir. Marketing, ExactTarget  
Michael Torres, CEO, Captaris  
Ben Isaacson, Experian  
Al Gadbut, CEO, Acquireweb  
Jordan Ayan, CEO & Chairman, SubscriberMail

Observers:

Rob Mattes, CFO, NetCreations  
Mark Graham, CEO, iVillage  
Markus F. Mullarkey, VP Outbound Marketing Solutions, CNET