

STOP SPAM MAIL

BLOCK OFFENSIVE MATERIALS

SAVE TIME AND MONEY

Did you know....

One-third of the 30 billion e-mails sent worldwide each day are spam¹.

Spam costs US businesses \$600 million each month².

It takes the average user 4.4 seconds to deal with a spam message³.



iPermitMail Email Firewall Version 3.0

This new innovative anti-spam technology, developed by ILAP, provides several levels of protection from unauthorized bulk email ("spam"). By combining the power of a white list, which ensures that important clients and other contacts will not be blocked, with our new Domain Protection feature, and iPermitMail's patent-pending Adaptive Inheritance Technology, users now have complete control over their inbox. By analyzing and matching each piece of email against a permitted sender database, you can be sure that the email you receive is legitimate.

iPermitMail can be setup in minutes and requires no software downloads or complex installation procedures. iPermitMail is online and ready to use in minutes.

Benefits of iPermitMail

iPermitMail offers a long list of benefits to both business and home users:

- Save time reading only legitimate email
- Protect your business or family from offensive content
- Lower virus risk by blocking spam mail
- Lower legal risk by blocking offensive material
- Use with mobile devices (i.e. RIM pager, Palm Pilot)
- Use existing email program
- No lost messages (opportunity cost)



iPermitMail Product Features

Statistics

iPermitMail provides in-depth statistics on the amount of spam email that has arrived in your mailbox on a daily basis and the amount of time you have saved using iPermitMail. View up-to-date percentages on your inbox and the percentages of all iPermitMail users.

Message Manager

iPermitMail makes it easy to view held and accepted messages through the Message Manager.

- **One-click permissions:** With one click of the mouse users are able to permit an email message and add the user to the permitted address database. The message is also forwarded to your email program's inbox.
- **Message Analyzer:** The Message Analyzer quickly and easily explains why a message was accepted by iPermitMail.
- **Quick Search:** Search by email address, domain name or message subject quickly and easily with the quick search feature.

Address Manager

Quickly add, modify or view your email addresses through the Address Manager in iPermitMail. iPermitMail also provides an easy way to import your existing address book from Outlook Express.

Robust Reporting

Detailed reports can be set up through iPermitMail to be sent to your inbox outlining the messages that have been blocked and the messages that have been accepted. These reports can be set up to be delivered at various times during the day.

Personalize Preferences

iPermitMail preferences can be personalized to fit individual email needs. Quickly enable or disable functionality with one click of your mouse.

Account Manager

iPermitMail makes it easy to manage your account through the Account Manager. Quickly add, modify, or edit account information to ensure your business or family maximizes the power of iPermitMail.

- **Domain Protection:** Protect your entire domain name from spam mail with the new Domain Protection feature. This feature allows you to quickly and easily protect your entire organization or family using a registered domain name.

How iPermitMail Works

iPermitMail ensures only legitimate email is received by checking each piece of mail against the permitted senders database.

The diagram below illustrates the flow of mail through the iPermitMail Email Firewall System.

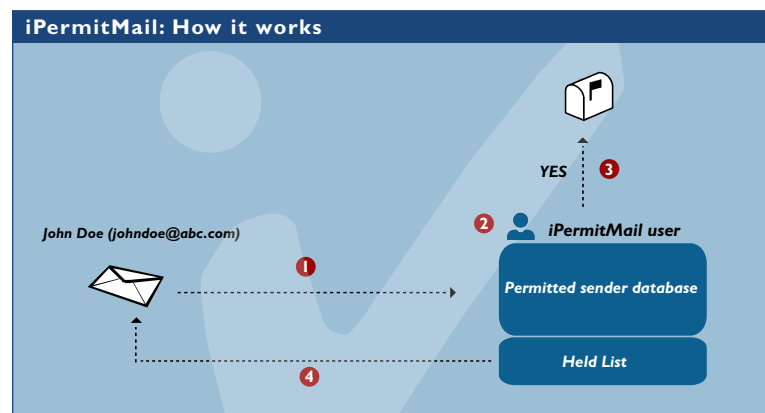


Diagram 1: The flow of email through iPermitMail.

1. An email message is sent to an iPermitMail user from John Doe.
2. iPermitMail scans the message to determine if John Doe is in the permitted sender database.
3. If John Doe is in the permitted sender database, the message is forwarded to the recipients email program (i.e. Outlook).
4. If John Doe is not contained within the permitted sender database, the message is held and he will receive a message back requesting him to link to the permission request form". Once completed the message will be sent to the iPermitMail user for approval (once a sender has been accepted, they will not need to complete this process again).

Adaptive Inheritance Technology

Adaptive Inheritance is a new patent-pending technology that extends the capabilities of iPermitMail to create a community of accepted email senders (non-spammers).

By enabling Adaptive Inheritance within iPermitMail, users can reduce the amount of email addresses that need to be added to their address book. Once an email sender has been permitted by an iPermitMail recipient with Adaptive Inheritance enabled, that sender is accepted as a legitimate sender (non-spammer) and is able to send to other users with Adaptive Inheritance enabled without the message being held.

iPermitMail Vs. The Competition

Many of the anti-spam solutions currently in the marketplace use technology that requires a considerable time investment and could cause mail delivery problems. Two widely-used methods for controlling spam are blacklists and filtering. Both these methods have considerable problems associated with them.

Blackhole lists

A Blacklist is a database of known internet addresses (or IP's) used by persons or companies sending spam. Various ISP's and bandwidth providers subscribe to these blacklist databases in order to filter out spam sent across their network or to their subscribers.

Some of the problems associated with blacklists are that legitimate email addresses can be added to a blacklist, causing delivery problems. Blacklists also require constant maintenance to ensure the list is up-to-date. This can often take more time than deleting the spam mail itself.

"..As a professional, I find it to be an extremely proactive tool for efficient work habits. As an entrepreneur, I am satisfied that new business and leads are still able to connect with me.."

*-Steve Prentice
Bristall Morgan Inc.*

Blacklist Filters

Filters automatically delete messages based on things like origin or subject line.

Some of the problems associated with filtering are that you, your ISP, and your system have to work harder to filter out junkmail. Most spam is forged in some fashion, making it impossible to determine the origin. Many spammers are using software which modifies things like the subject line slightly with each message, or disguising spam to look like personal mail (Like putting your name in the subject line). Filters also run the risk of filtering out legitimate email.

iPermitMail Mail Compatibility

iPermitMail works seamlessly with the following leading mail programs and servers:

Mail Programs

- MS Outlook for Windows-all formats
- MS Outlook Express for Windows-all formats
- MS Outlook Express for Mac-all formats
- Eudora-all formats
- Netscape-all formats
- Opera-all formats
- Text and HTML files containing SMTP formatted addresses

Mail Servers

- MS Exchange 2000 Server-all formats
- MS Exchange 5.x Server-all formats
- MS Exchange 4.x Server-all formats
- Sendmail Server Configuration Files containing SMTP email address formats
- Eudora-all formats
- Text and HTML files containing SMTP formatted addresses

Minimum System Requirements

iPermitMail requires a minimum monitor resolution of 800x600 and supports Internet Explorer 5.5+, Netscape, and Opera 7.0+.

About ILAP

ILAP is a premier, multi-tiered Internet Service Provider focused on delivering complete Internet solutions. ILAP services organizations in the entertainment and media, manufacturing, engineering, retail, financial services, arts and education sectors. The company provides solutions for Internet Access, Enterprise Messaging, Web/Application Development and Web Hosting, Network Design and Network Security. ILAP currently has over 4,500 business customers throughout North America.

To sign up for a free 60-day trial period, visit <http://www.ipermitmail.com/signup>.



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Sources: 1-MSN.com Death by Spam Nov.18,2002 2&3-CNN Technology:Spam costs businesses \$13 billion Jan5,2003