

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.



The iPermitMail Difference

This new innovative anti-spam technology 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 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
- Forward mail to PDA (i.e. RIM pager, Palm Pilot)
- Use existing email program
- No lost messages (opportunity cost)



iPermitMail 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. With one click of your mouse you are able to permit an email message and add the user to your permitted address list.

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.

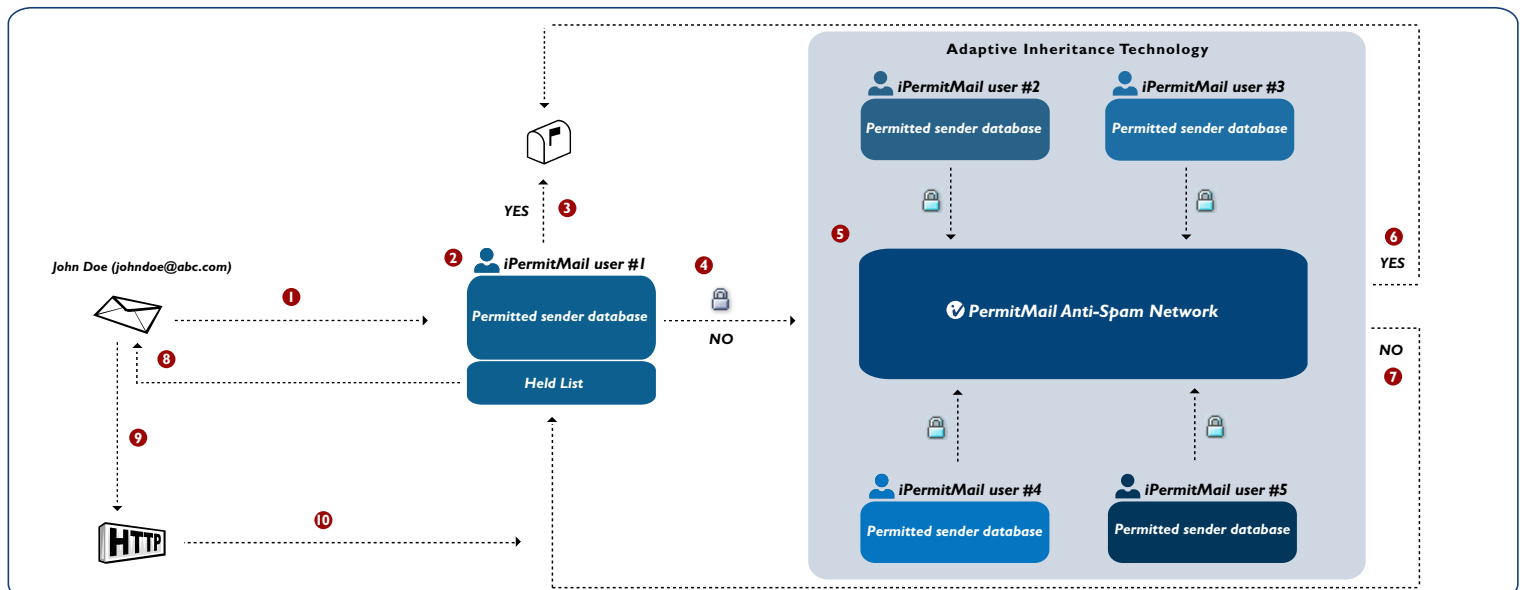
iPermitMail Technology

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: How it Works

The diagram below outlines the flow of email through the iPermitMail system.



- Message sent from John Doe (johndoe@abc.com) to iPermitMail user #1.
- iPermitMail scans the permitted list of user #1 for John Doe.
- If John Doe is a permitted sender, the message is sent directly to the inbox.
- If John Doe is not on the permitted list of user #1, iPermitMail connects to the iPermitMail Anti-Spam Network.
- The iPermitMail Anti-Spam Network checks to see if John Doe has been permitted by another user.
- If John Doe has been permitted by another user, the message will be accepted by User #1 and the address will be added to their permitted list by adaptive inheritance.
- If John Doe has not been permitted by another user, the message is held by User #1.
- John Doe is sent a permission request email.
- John Doe links to the online permission request form and requests to send messages to User #1.
- User #1 may either permit John Doe and add him to his list and accept the message or disregard the request and the message will be held.

2.1 million spam e-mails are received every year in a 1000 employee company.

-IDC

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.

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: Return on Investment

Spam mail costs your organization a considerable amount of time and money every year. iPermitMail will help your organization save valuable time and money by eliminating the process of reading and deleting unauthorized commercial email ("spam"). The chart below outlines the time and money your organization could save using this state of the art email system.

Number of employees	10	100	1000
Average spam received per day (spam emails/day)	25	25	25
Average time to remove each spam message	4.4 seconds	4.4 seconds	4.4 seconds
Lost employee time (hours per year)	79	794	7944
Average annual salary per employee	\$40,000	\$40,000	\$40,000
Total Cost of Spam per year	\$1,527	\$15,277	\$152,777
Total Cost of iPermitMail	\$699	\$6,995	\$69,950
Total Savings	\$828	\$8,282	\$82,827

Minimum System Requirements

Monitor Resolution
800 x 600

Internet Browsers
Internet Explorer 5.5+
Netscape
Opera 7.0+

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

www.ipermitmail.com

