

XMPIE E-MAIL SERVICE NOW AVAILABLE

XMPie[®] e-Mail Service, XMPie's first integrated service offering, is now available as an option to every PersonalEffect[®] 4.6 Cross-Media and e-Media customer. It is fully integrated with XMPie's state-of-the-art design, production and interaction workflow, adding the convenience, peace-of-mind and affordability of embedded e-mail delivery and tracking.

After using XMPie e-Mail Service as a beta customer, Tiffany Edwards, storefront manager, **COLORMARK** from Kansas City, MO said, "XMPie e-Mail Service is simpler and more effective than how we previously deployed e-mail. Before, we used our internal SMTP server to deliver e-mail campaigns, which was unreliable due to some recipients' spam filters. Now, with the assurance of e-mail service through XMPie, we know e-mail campaigns reach intended recipients, and opt-out requests and CAN-SPAM Act compliance are appropriately handled."

XMPie integrates with ExactTarget, a leading provider of e-mail marketing software solutions, as the back-end technology for this service. Using economies of scale that users cannot reach individually, XMPie e-Mail Service offers a cost-effective, all-in-one option, with a variety of scalable service plans for XMPie users. For COLORMARK, this means robust e-mail delivery capabilities at an affordable price, despite its moderate e-mail volume.

With the release of XMPie e-Mail Service, XMPie demonstrates strong adherence to its 'One-to-One-in-One' mantra. Now, users can offer e-mail marketing to customers within the same framework that ties together print and Web, providing an integrated view of a cross-media campaign, including tracking, analysis and result viewing through XMPie's uProduce™ Marketing Console. This brings unsurpassed efficiencies in implementation, while providing timely and unique insight into the effectiveness of the various media channels and their interaction.

To learn more about XMPie e-Mail Service or to subscribe, visit <http://www.xmpie.com/emailservic>.

###