



PRESS RELEASE

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IRONPORT SYSTEMS™ Bonded Sender™ Powers Email Service Provider Coalition Effort in Email Authentication

*IronPort System's Bonded Sender Program First to Conform to Spam Eradication
Standard in Accordance with ESPC Project Lumos Blueprint*

SAN BRUNO, Ca- October 20, 2003 – IronPort Systems, the leading email infrastructure products and services company, announced today that its Bonded Sender Program will be used to implement Project Lumos, a blueprint for the eradication of spam designed and published by the Email Service Provider Coalition (ESPC). Project Lumos promotes a certification process to stop spammers by ensuring that high-volume email is securely authenticated, making it impossible for high-volume mailers to conceal their identities. IronPort System's Bonded Sender Program, the largest whitelisting service on the Internet, supported by TRUSTe certification, oversight, and dispute resolution, accelerates delivery of the first Project Lumos registry. The registry will enable email gateways to identify legitimate high-volume mailers and hold them accountable for their email marketing practices. IronPort System's support marks a strong commitment to solving the spam problem by making it increasingly difficult for spammers to hide deceptive and fraudulent practices.

IronPort Systems Bonded Sender Program

One undesirable by-product of spam filtering is "false positives" – the accidental blocking of legitimate messages. The Bonded Sender Program, www.bondedsender.com, allows legitimate senders of mail to avoid being blocked by overly aggressive spam filters by allowing senders to identify themselves, adhere to standards and post a financial bond. When consumer complaints about mail received from senders exceed a predetermined threshold, the bond is debited. The Bonded Sender Program now reaches in excess of 60 million mailboxes spanning more than 12,000 ISPs.

"The Email Service Provider Coalition's Project Lumos and many of its initiatives, including granular sender authentication, is a comprehensive roadmap to reducing spam. Through our Sender Base service, we've learned that participants in the coalition represent 25% all of legitimate commercial email

traffic,” says Scott Weiss, chief executive officer of IronPort Systems. “Project Lumos is bringing the industry’s leaders together—providing an incredible opportunity to eradicate spam, while preserving the integrity of legitimate email marketers.”

Project Lumos

Project Lumos is a proposed registry designed to help Internet Service Providers curb the ever-mounting threat of spam while maintaining the efficacy of legitimate email marketing. Project Lumos makes it impossible for high-volume mailers to “hide” their identities by implementing true sender accountability. It is based upon the concept that only by certifying legitimate mailers that spammers can be effectively blocked. Project Lumos would require senders to fully disclose and verify their identity and practices, thereby ensuring that legitimate email – mail sent by “real” companies, and that users have opted-in to receive, gets through while spam does not.

“We are thrilled that IronPort Systems has stepped up to implement the first Project Lumos registry,” said Trevor Hughes, executive director of ESPC. “IronPort System’s Bonded Sender Program stands out as a solid platform for ensuring that legitimate email senders can identify themselves and recipients can be assured that they are not being spoofed.”

NAI's Email Service Provider Coalition

The Email Service Provider Coalition (ESPC) was formed in November 2002 by the Network Advertising Initiative (NAI) to fight spam while protecting the delivery of legitimate email. The ESPC is comprised of over 37 members including aQuantive, Blue Dolphin, Digital Impact, DoubleClick, Experian, GotMarketing, IMN, and Roving Software. The flagship initiative, Project Lumos, is an industry proposal for a registry-based solution to the spam problem. Details of Project Lumos technical architecture were unveiled in a white paper entitled “Project Lumos: A Solutions Blueprint for Solving the Spam Problem by Establishing Volume Email Sender Accountability.” The white paper illustrates how the registry can easily be implemented in conjunction with current spam fighting technology. ESPC is encouraging reviews, recommendations, and comments from the industry. For information and to download the white paper, please visit www.projectlumos.com.

For more information on the Bonded Sender program, visit www.bondedsender.com. For more information on IronPort Systems products and services, visit: www.ironport.com.

ABOUT IRONPORT SYSTEMS™

IronPort Systems is an email infrastructure products and services provider targeting the Global 2000. The company has developed a family of products called Messaging Gateway™ appliances that offer breakthrough performance, unprecedented ease of use, and reduced total cost of ownership. Additionally, IronPort Information Services, Bonded Sender www.bondedsender.com and Senderbase www.senderbase.com, help guarantee the delivery of legitimate email and thwart the voluminous threat of unsolicited commercial email (UCE) or spam.

IronPort A60, IronPort A30, IronPort C60, Messaging Gateway, AsyncOS, IronPort, SenderBase, and Bonded Sender are trademarks of IronPort Systems.

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