



# PRESS RELEASE

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## IRONPORT SYSTEMS<sup>TM</sup> and Return Path<sup>®</sup> Form Partnership to Expand Bonded Sender

*Bonded Sender Program Experiences Explosive Growth, Solving Email  
Delivery Problems for Hundreds of Companies, Millions of Consumers*

**SAN BRUNO, Calif. and NEW YORK, NY. —April 12, 2005** – IronPort Systems, the market share leader in email security, and Return Path, Inc., the premier email performance management company, today announced that the companies have signed a partnership agreement whereby Return Path will acquire all operational, marketing and development activities for the Bonded Sender Program. As part of the transaction, IronPort will continue to provide infrastructure for the program and will become a shareholder in Return Path, with IronPort Founder and CEO, Scott Weiss joining Return Path's board of directors.

IronPort created the Bonded Sender Program three years ago to help legitimate senders of email identify themselves and achieve delivery success. Legitimate email senders post a financial bond to guarantee that the email they send is not spam. If end users complain that they have received spam from a bonded email server, the bond is debited on a per-complaint basis. This solution does not work for spammers because they would never qualify for accreditation under the program's strict guidelines, and if they did somehow qualify, the bond debiting based on consumer complaints would make the cost of sending spam unsustainably high. Even legitimate senders are forced to maintain high quality email programs with low complaint rates in order to remain in the program without being suspended or expelled.

“By adding the Bonded Sender Program to our existing email delivery assurance solutions, we will be able to continue to ensure email reaches the inbox for the highest quality email senders and help high volume email receivers like ISPs and Global 2000 system administrators recognize what email to allow to their gateways,” said Matt Blumberg, Chairman and CEO of Return Path. “IronPort has built a unique solution, and we look forward to partnering with them to take it to the next level.”

Because it solves a critical need for the industry, the Bonded Sender Program has achieved wide acceptance. There are more than 35,000 networks, including two of the three largest email providers in the world, participating in the program, meaning the program is used by more than 250 million email boxes as a major determinant of legitimate email vs. spam. In the past six months, the Bonded Sender Program has added more than 150 new customers, including innovative email marketers such as Google, US Airways, Godiva Chocolates, Home Depot, CheetahMail and Harrah's.

"The Bonded Sender Program solves a real problem with commercial email," said Scott Weiss, Founder and CEO of IronPort Systems. "The email focus and deliverability expertise of Return Path will drive the Bonded Sender Program to even wider adoption across the industry, both with senders and receivers. The Bonded Sender Program is already the industry standard, and this partnership will ensure the program becomes an even more critical part of the email infrastructure."

Microsoft is one of the larger receivers to use the Bonded Sender program currently. "The Bonded Sender program provides a valuable tool for legitimate e-mail senders to distinguish their e-mail from spam and has helped MSN better protect our customers' inboxes," said Ryan Hamlin, general manager, MSN. "IronPort and TRUSTe have been instrumental in promoting valuable industry innovations to address sender identity and reputation, including Bonded Sender, and given Return Path's extensive experience in enhancing the efficiency and deliverability of e-mail, we are confident in their abilities to expand upon the prior success of the Bonded Sender program. We look forward to continued innovation and ongoing relationships with all of these organizations to help ensure email remains a trusted communications platform."

Certification, third-party oversight and dispute resolution services for the Bonded Sender Program have been provided by TRUSTe, the online privacy leader known for its Web site certification program. TRUSTe monitors sender complaint rates and audits compliance with program standards, and will continue to be a critical partner in the Bonded Sender Program.

"TRUSTe's role in the Bonded Sender Program has been critical in helping to establish credibility and trust," said Fran Maier, executive director of TRUSTe. "We're happy to see a company with Return Path's industry presence and email expertise take the reigns of this program and look forward to helping them increase the standard of excellence Bonded Sender already has today as well as working to develop new anti-spam solutions."

Financial terms of the transaction are not being released.

#### **ABOUT RETURN PATH**

Founded in 1999, Return Path is an email performance management company dedicated to improving the reach, delivery performance and overall success of permission-based email programs. More than 1,500 companies use Return Path's services to generate superior results from their email programs, taking

advantage of Return Path's pioneering innovation in deliverability, ECOA, list hygiene, double-opt-in list acquisition and best practices strategy. Solutions include list maintenance, deliverability, data acquisition, online sampling, marketing technology and email strategy. Return Path Delivery Assurance Solutions are the industry's original and premier email deliverability tools and services, and remain the only full-circle solution for solving email deliverability issues. The company's investors include Sutter Hill Ventures, Mobius Venture Capital, Flatiron Partners, and JP Morgan Partners. For more information, please visit [www.returnpath.net](http://www.returnpath.net), email [info@returnpath.net](mailto:info@returnpath.net), or call toll-free 866-362-4577.

#### **ABOUT IRONPORT SYSTEMS**

IronPort Systems is the leading email security provider for organizations ranging from small businesses to the Global 2000. The company has developed a family of email security appliances, the IronPort C-Series™, that offer breakthrough performance, unprecedented ease of use and reduced total cost of ownership. IronPort is driving new standards and providing innovative products for those faced with the monumental task of managing, protecting, and growing mission-critical email systems. For more information on IronPort products and services, visit: <http://www.ironport.com>.

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