

PRESS RELEASE

Exclaimer Mail Utilities 2007 praised by Microsoft MVP

Recommended for companies requiring richer archiving, rules, branding and auto-responding features.

Farnborough, U.K. and Ottawa, Canada – January 8, 2008 – Exclaimer, provider of the world's best-selling suite of email utilities for Microsoft Exchange environments, today revealed that its suite of add-on products for Microsoft Exchange 2007 has been highly recommended in a detailed product review by **Microsoft MVP Mitch Garvis**. Exclaimer Mail Utilities 2007 is the first available suite of software tools that provides significant email enhancements to organizations using Microsoft Exchange 2007.

Garvis is a senior IT consultant and trainer and has been recognized for his community contributions with the Microsoft Most Valuable Professional Award.

"Exclaimer really provides a suite of tools that fills the space between where the Microsoft Exchange Server product ends and perfection lies," said Garvis in the review. "Exclaimer certainly does a commendable job in filling that gap for organizations that require the richer archiving, rules, branding and auto-responding features that are offered."

He analyzed each of the components of Exclaimer Mail Utilities 2007 and provided his opinion on the value and benefit of each, beginning with the company's core competency of disclaiming and branding.

"[Exclaimer Mail Utilities 2007] gives your organization the ability to create elaborate letterheads that truly brand your company, a complete letterhead so that the e-mail received does not look simply like a blank sheet of paper with a signature at the bottom," he said in his report. "If you want every e-mail sent from your organization to bear the true mark of your company, then Exclaimer may be a good tool for you."

"Exclaimer gives you the ability to place that disclaimer at the end of the most recent message, or wherever you would like it to be," added Garvis. "I found that to be a distinct advantage over Exchange."

The Message Journaling component of the suite was also singled out for praise.

"Exchange 2007 allows archiving of folders, but Exclaimer does it better," Garvis wrote. "This tool is particularly useful for larger organizations using archiving solutions that involve a journal mailbox system."

At its heart, Exclaimer Mail Utilities 2007 relies on the Exclaimer Rule Engine for combining and providing many of its key features. Garvis recognized this in his review, stating, "[The Exclaimer Rule Engine] is a powerful, interactive and intuitive GUI-driven module that allows companies to basically do anything with their e-mail, whether inbound or outbound. It is the heart of the anti-spam and anti-virus modules, but it is also a powerful utility that for many companies would be worth implementing."

Garvis also had positive comments to make about Exclaimer's auto-responding, anti-spam and anti-virus capabilities, and was overwhelmingly positive in his conclusion about the overall value of the Mail Utilities 2007 suite.

"In the past few years, Microsoft has taken an 80-20 approach to developing their platforms, where they will deliver 80% of the functionality needed by the majority of users and leave the 20% gap for independent software vendors to fill," said Garvis.

"Exclaimer certainly does a commendable job in filling that gap for organizations that require the richer archiving, rules, branding and auto-responding features that are offered."

The full review is available at www.exclaimer.com/press.aspx.

"We are delighted to have elicited such a great response to Exclaimer Mail Utilities 2007 from a recognized industry expert like Mitch Garvis," said **Exclaimer president Rick Robertson**. "We were always confident that our products deliver significant enhancements to Exchange 2007, but it's always great to have your perspective supported by someone like Mitch.

About Exclaimer

Founded in 2001, Exclaimer's best-selling suite of software tools enable disclaiming, branding, signature, archiving, anti-spam, retention-policy enforcement, mail-store compression and regulatory compliance for corporate email, to ensure compliance to both internal requirements and external regulations. Easily installed on Microsoft Exchange Server, Exclaimer's applications give the IT department control over the email system for the entire enterprise without altering the individual user experience. Installation at the server level means attributes attached to an email appear uniformly whether an email is sent from a mobile device, the desktop or webmail.

Today, Exclaimer is the world's leading provider of mail utilities and software add-on products for Microsoft Exchange, with more than 27 million users worldwide. Exclaimer's customer base consists of companies of all sizes, from SMBs to Fortune 500 companies. For more information, please visit www.exclaimer.com.

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