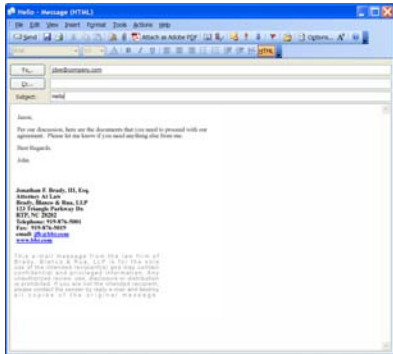
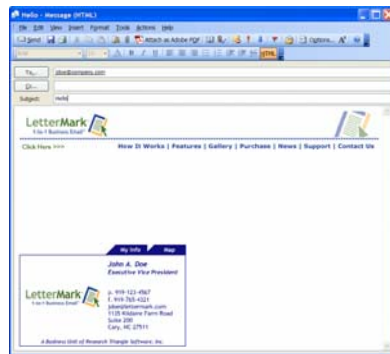


Add power to your email!

The LetterMark[™] system adds branding, web-integration and enhanced contact information to your daily email. On the market for over four years, this sophisticated technology offers capabilities and advantages far beyond alternatives such as embedded graphics, email stationary or signature files.



(Before)



(After)

WHY?

Each employee sends thousands of emails each year. LetterMark technology converts those plain text emails into a powerful marketing and branding tool by adding customized interactive templates.

Every time your employees hit "send" they promote your products, services, special events and news. LetterMark email

- drives Web visits
- increases brand awareness
- builds relationships with customers
- helps you sell more

IT CONCERNS?

The LetterMark system was designed to achieve the goals of marketing and branding professionals with minimal impact to their IT organizations.

- No re-routing of your email
- No changes to your firewall settings
- No new hardware
- No compromise to the privacy of your communications
- No embedded graphics

COST/BENEFIT

The LetterMark system offers much more than branded email. It is a sophisticated, robust solution that combines the communicative power of email with the dynamic capability of Internet-based information. By leveraging highly targeted 1-1 business email, the LetterMark system offers significantly higher value than common marketing initiatives such as direct mail, banner ads, email campaigns and magazine/newspaper ads.

FEATURES AT-A-GLANCE

- ✓ **Branding** – maintain consistency with your brand strategy in every email
- ✓ **Differentiation** – set yourself apart from the competition, get your message read
- ✓ **Professionalism** – make your best impression every time
- ✓ **Dynamic republishing** – your image and contact information is always current, even in previously sent emails
- ✓ **Easy installation** – over the internet for small groups; via 'silent install' technologies for enterprise rollouts
- ✓ **Downloadable contact info** – recipients can add you to their address book with two clicks
- ✓ **Multiple Templates** – no limit on the number of templates; change templates on the fly
- ✓ **Light email** – adds less than 0.5kb to outgoing emails
- ✓ **Internal/External Emails** – automatically applies a different (or no) template on internal emails
- ✓ **Reply/Forward Behavior** – automatically avoids stacking of graphics on exchanges with other LetterMark email users
- ✓ **Web-based Administration** – maintain user base and update graphics through your admin account on LetterMark.net
- ✓ **Reporting** – on-line reports of click-through activity and v-card downloads

