

PRESS RELEASE

Of interest to editors and journalists covering:
Software, Internet/DotCom, Small Office/Home Office, Iowa Business News

Legitimate Emails Fall Prey To Spam Filters

Spammers Advancing Techniques Blurring The Line Between What's Real And What's Spam

CEDAR RAPIDS, IA - March 3, 2004 /Send2Press Newswire/ -- Spammers continue to improve their ability to deceive the readers by changing the format of their spam. Spam filters attempt to automate the task of separating spam from email by looking at key words, phrases and other key characteristics of spam. As spam more closely resembles real emails of interest from friends or co-workers, filtering systems will eventually have to block more legitimate emails or let more spam through. Such filtering problems are not an issue with Mail Unknown Anti-Spam software (www.mailunknown.com) from Matrix Productions, Inc.

"Filtering and global block lists were just a few methods discussed when we began development of our Mail Unknown Anti-spam software in mid 2001. They were quickly thrown out because they posed a high risk of mistaking valid emails for spam, better known today as a false positive," says Matrix Productions, Inc. President Dennis Turkington. "Now, almost a year and a half later, we know we made the right choice. We see an increasing number of people posting in forums, news groups and even reporting directly to us that they fear using spam filtering applications because of false positives."

Mail Unknown first verifies that the senders email address is real. Fake addresses are blocked immediately. Real addresses are sent an Authorization Request email. All the sender is required to do is reply to the request. Once Mail Unknown receives this reply the user is prompted to authorize or block that sender. This Verify then Validate technology gives Mail Unknown users full control. Mail Unknown users can look through the emails currently blocked or pending inside Mail Unknown if they think they have missed an email. This method achieves fewer false positives, less undetected spam and full control by the user.

"Although Spam filters continue to improve, only a 'verify and validate' method will continue to work effectively as spammers step up their attack," concludes Turkington. "Inevitably spammers will find ways around filters and more filters will mark valid emails as spam."

Matrix Productions Inc. founded in 1993 develops web and internet based technologies for corporate and consumer clients.

More information: <http://www.mailunknown.com>

MEDIA CONTACT:
Dennis Turkington
Of Matrix Productions Inc.
+1-319-373-0668
dennis@mailunknown.com

/Note to editors: product walk-through, and product images available on request. /

#

[source of news = Matrix Productions Inc.]

ref: http://www.send2press.com/2archive/2004/pr_04_0303-matrix.txt
http://www.send2press.com/2archivePDF/pr_04_0303-matrix.pdf

*IMPORTANT NOTE TO MEDIA:

to reach the organization releasing this news, please contact:
dennis@mailunknown.com

If used for publication, please send specimen copy.

S2PRN-n/4c/ IA / CEDAR RAPIDS, Iowa / Copr. (c) 2004 Send2Press.

This release was issued on behalf of the above organization,
who is solely responsible for accuracy of content,
by Send2Press(tm), a unit of Neotrope(R). <http://www.Send2Press.com>