

MailFrontier Enhances Salesforce.com with Innovative Email Marketing Solution from Dynamics Direct, Inc.

Leading Email Security Company combines CRM and email to deliver responsible email marketing programs

LOS ANGELES, Calif. – (SEND2PRESS NEWSWIRE) – Dynamics Direct, Inc., a leading provider of email marketing software and ASP solutions for the enterprise market, announced today that MailFrontier(TM), a leading provider of email security solutions, has successfully integrated the Dynamic Messenger(TM) email marketing platform with MailFrontier's existing Salesforce.com(R) CRM system. The new solution provides MailFrontier's marketing, sales, and customer support teams with the ability to share customer profiles, including on-line data such as email preferences. This allows each MailFrontier department to send customers personalized and appropriate email communications. Dynamic Messenger also provides centralized opt-out management and frequency controls for all outbound emails.

"Like most companies, our customers want us to communicate with them using email," said Kathi Fox, vice president of marketing at MailFrontier. "It is very important that our email marketing practices reflect the same dedication to restoring the power of email as our email security solutions. By combining the capabilities of Salesforce.com and Dynamics Direct we now have complete control of all outbound email communication across our entire team. We can personalize the content, manage the frequency, and better serve our customers."

"Organizations that succeed in establishing and maintaining customer relationships using email as a channel will have a significant competitive advantage over others who fail," says Jason McNamara, CEO of Dynamics Direct. "MailFrontier knows better than anyone that individuals and companies are deciding every day what email stays in their inbox and what gets filtered. Dynamic Messenger makes it practical for marketers to leverage CRM data to create more relevant email communications for their customers. MailFrontier now has the visibility and capability required to communicate with customers via the email channel more effectively and responsibly."

About MailFrontier

MailFrontier is a leading provider of email security solutions that stop unwanted email by protecting enterprises from the growing number of dangerous and costly email threats while giving them the ability to anticipate and stop new threats as they emerge. MailFrontier offers a comprehensive defense against all known email threats, including spam, viruses, phishing, blended threats and other attacks, such as directory harvest attacks. The company has more than 1,000 customers, including HealthEast Care System, Peet's Coffee & Tea, Pier 1 Imports, San Francisco Giants and Wyndham International. Founded

in 2002, MailFrontier is headquartered in Palo Alto, California. For additional information, go to www.mailfrontier.com.

About Dynamics Direct, Inc.

Email marketing software and ASP solution provider, Dynamics Direct, helps companies realize the benefits and ROI of email messaging across the enterprise by providing the most powerful, yet easy to use email marketing solutions available. Founded in 1998, Dynamics Direct is headquartered in Valencia, California and is privately held. For more information visit www.dynamicsdirect.com or call us directly at 661.600.2059.

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