

# Dynamics Direct Manages Everything Email for Vongo(SM)

## Email Marketing Platform Integrated into New Internet Video Download Service by Starz Entertainment Group

LOS ANGELES, CA (SEND2PRESS NEWSWIRE) – Dynamics Direct, Inc., a leading provider of email marketing software and ASP solutions for the enterprise market announced today that the company's Dynamic Messenger(TM) product suite is managing all of the email communications for Vongo, the new video download service introduced last month at the 2006 Consumer Electronics Show by Starz Entertainment Group LLC (SEG).



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Vongo delivers movies and other video content over the Internet for playback on Windows-based PC's, laptops, and select portable media devices, as well as on a TV. SEG and initial partners Microsoft and Sony anticipate Vongo to be the premier broadband entertainment service for consumers. Sony will make Vongo the cornerstone of its CONNECT video service that will be launched later this year. Vongo was demonstrated during Bill Gates' keynote speech at the Consumer Electronics Show in Las Vegas.

Dynamic Messenger allows Vongo to manage transactional as well as marketing email on a single platform. Every email from initial sign up, to customer service, to purchase confirmation is managed by Dynamic Messenger. Dynamic Messenger's Web Services API made the backend systems integration effort possible. In addition, the Vongo marketing team utilizes Dynamic Messenger's

client interface to update email content, view reports, manage subscribers, and create marketing promotions.

“Starz Entertainment Group is a market leader and innovator, Vongo is proof of that,” says Jason McNamara, CEO at Dynamics Direct. “Vongo gives consumers a great service that highlights the value of the Internet, and it’s going to drive change in multiple markets. So, it’s no surprise they are showing all of us a glimpse of the future of email marketing. Managing transactional and marketing email on a single platform gives Vongo an unprecedented understanding of their customers. This will immediately maximize customer satisfaction, sales and profits, which will give Vongo a competitive advantage. Dynamics Direct is uniquely positioned to help innovative companies’ fully leverage the email channel.”

“Dynamics Direct understands how to implement customer communication programs,” said Joe Cantwell, vice president of advanced services, SEG. “When we discovered Dynamics Direct we knew we had found a solution that would help us make Vongo successful. Having an interactive relationship with our Vongo customers is critical. Dynamic Messenger makes the email channel a very valuable part of our strategy.”

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 <http://www.dynamicsdirect.com> or call 661.600.2059.

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