

PRESS RELEASE

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ZOEMAIL ANNOUNCES THE DEMISE OF SPAM

New E-Mail Service Completely Stops Spam and Puts People Back in Control of their E-Mail Experience

New York, NY – Heralding a death sentence to the rising tide of spam that is plaguing almost every e-mail/Internet user, **ZoEmail, LLC** announces a new e-mail service based on patents and technologies acquired from AT&T Labs. The new service completely stops spam and finally gives e-mail users real control over what lands in their inbox. And it works without destroying the fun, flexibility and control of the standard e-mail application.

It took three years to develop, test and certify the new service, which is available now from ZoEmail for less than \$1 a month at www.zoemail.com. Anyone who has access to the Internet can immediately get a ZoEmail account and enjoy spam-free Webmail service.

“People have been crying out for a genuine solution to the avalanche of unsolicited e-mail,” said **Michael Oyster, President and COO, ZoEmail**. “Just imagine no more pornographic e-mail, no more get-rich-quick schemes, no more too-good-to-be-true loan deals -- in short, no more spam. That is what ZoEmail achieves with our exclusive use of this patented, and what we believe is breakthrough technology.”

According to recent research reports on spam, nearly fifty percent of the daily traffic in the average U.S. e-mail inbox comes from unsolicited e-mails. Additionally, independent studies reveal that much of the pornographic, adult-oriented e-mail gets through to young children.

“ZoEmail stops the spam invasion and protects people’s online privacy,” commented Oyster. “Our *Total Inbox Privacy™* solution is rock solid and involved some of the best minds in the industry

Here’s how it works: When a ZoEmail user wants to send an e-mail, the system selects a unique “key” — a special word and number combination — and makes the “key” part of the ZoEmail user’s e-mail address for that outside recipient. Recipients simply treat this “keyed address” as they would any regular e-mail address. The “key” gives the outside party the permission to have his or her e-mail received by the ZoEmail user’s inbox. No key, no entry. If the ZoEmail user ever wants to revoke a permission, he can simply disable the “key” by clicking a button and switching it off.

“The ZoEmail solution represents a genuine breakthrough in e-mail control, stated **Jeff Huang, Co-Founder, ZoEmail**. “The idea is really simple: if spammers do not know your address, they can't send you e-mail. By closing the address key, you effectively revoke their right to send to you. The system can automatically choose keys to give to your legitimate correspondents, or you can personalize them yourself.”

Unlike other anti-spam systems, ZoEmail works easily and effectively with mailing lists and e-commerce sites. If someone who does not have a valid key wants to reach a ZoEmail-protected user, there is a simple way of doing so, while protecting the user’s privacy from unscrupulous senders or name-harvesting software that spammers regularly use. That means, ZoEmail can be used very effectively in situations where users must give out their e-mail address to people they may not know (for example, on business cards). And the ZoEmail system keeps track of all keyed addresses in a way that even Grandma can use.

Because ZoEmail effectively blocks unwanted spam — *and* enables users to control “permission” by closing or changing a key — a ZoEmail account is one that can be used for a lifetime.

“We are confident that ZoEmail will not only change the way you use e-mail, it will give you a better life online,” noted **Patrick Tighe, ZoEmail Co-Founder and Chief Marketing Officer**. “You regain the ability to really explore the Internet with peace of mind: you can give out a ZoEmail address to a Website — and not have to worry about being placed on some unending mailing list. With ZoEmail, you are the one that controls access, not the outside e-mailer -- as is the case with all other e-mail services we've examined.”

Said Oyster, “ZoEmail, unlike other attempts to stop spam – filtering, whitelists and challenge-response – is the definitive next generation e-mail solution, because without a ZoEmail keyed address, spammers are stopped dead in their tracks. Spammers’ mail never gets into the ZoEmail system, let alone into our user’s inbox. With ZoEmail, your freedom and confidence to use the Internet are restored.”

Since ZoEmail is a Webmail service, there is nothing to install and no need to change your Internet service provider (ISP). If someone can access the Internet, they can use ZoEmail. Other ZoEmail applications are also in development for ISPs and for corporate use.

For more information, visit ZoEmail at **www.zoemail.com**.

About ZoEmail

ZoEmail, LLC (www.zoemail.com) is a New York-based, privately-held company introducing an effective solution for stopping “spam” — a breakthrough based on patented technology acquired from AT&T Labs and offered as an easy-to-use Webmail service. Known as ZoEmail, this next generation Webmail gives e-mail users the real power to stop all spam from reaching their inbox. At the heart of the ZoEmail service is the patented “key-based,” *Total Inbox Privacy™* technology. With a powerful Webmail

system, ZoEmail gives users the experience of a clean, functional inbox free of spam — without wasting personal online time having to delete spam or dealing with often objectionable, “in-your-face” e-mail solicitations.

The company, through its ZoEmail service and other messaging applications in development, is dedicated to the proposition of creating “*A Better Life Online™*” — with greater safety, security and privacy for Internet users.

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