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## ROCKLIFFE REDUCES COMPLEXITY OF WIRELESS EMAIL FOR SMBS

### *MailSite 7 Enables Wireless Email for Businesses Within Minutes*

CAMPBELL, CA, Dec. 13, 2005 – Rockliffe, the leading developer of high quality email server and email security software for service providers and businesses, today announced that a new version of its **MailSite mail server software product** will help businesses reduce the complexity of providing wireless email services for its employees. MailSite SE version 7.0 bundles in support for multiple wireless email management options at no additional cost, including a more sophisticated SMS alert "push email" service than the capability recently announced by Yahoo! Rockliffe offers worldwide installation and configuration services that makes it possible for SMBs to set up wireless email services within a few hours.

By adding wireless push email services to MailSite SE 7.0, Rockliffe has further enhanced the flexibility and value of the MailSite all-in-one email server, further reducing the need for businesses to buy email software from multiple software vendors. Furthermore, Rockliffe's installation and configuration services help ensure a fast, low-cost deployment that will enable upgrades and new deployments, including the efficiency benefits of wireless email, within a couple of hours. Like other MailSite services, wireless email can be integrated with ActiveDirectory and can be provisioned flexibility to meet the specific requirements of individual businesses.

The server-side software that powers the push email functionality in MailSite SE 7.0 has been in production in the Eudora2go.net wireless email service that has been distributed in the US by Verizon since March of 2005. This product has been developed by Rockliffe in partnership with Intellisync and Qualcomm. Users have the ability to set sophisticated server-side rules to trigger push notifications to their mobile phone based on the name of the sender - as with Yahoo!'s recently launched service - or based on the email content; for example if the email contains a word such as "order" or "meeting".

"Businesses are scared of the apparent complexity of deploying wireless email services, and service providers are concerned about having to support wireless client software," according to David Ferris, President and Senior Analyst at messaging research specialists **Ferris Research**. "Rockliffe's latest release addresses these concerns by bundling wireless push email into MailSite mail servers and by allowing end users to enable their own personal wireless email settings within minutes."

"The rules-based wireless push technology that we have added to the MailSite email server will ensure that users can manage their wireless email in a way that meets their particular requirements," said John Davies, president and CEO of Rockliffe. "As with other MailSite services, we have made it easy to enable wireless email in MailSite in order to remove the headache of deploying wireless email for small and medium businesses."

MailSite 7 is available from December 13 2005. Prices start at \$595 for 50 mailboxes.

**About Rockliffe:** Rockliffe was established in 1995 and is based in California's Silicon Valley with European headquarters in the UK. Rockliffe **MailSite email server software** and **MailSite MP email gateways** provide secure email server solutions and gateway email protection for more than 2,000 businesses and service providers hosting more than 15 million mailboxes worldwide. These include service providers such as Active24, Buckeye Cablevision, CommunityISP, eChalk, OneBox, MCI, and WestNet, and businesses such as Amersham Biosciences, Encyclopædia Britannica, and MediaNews Group. In addition to Mailshell, Rockliffe partners include HP, J2 Global Communications, Rockwell Collins, Kaspersky Labs, and TouchPoint Solutions.. Rockliffe customers have the piece of mind provided by Rockliffe's 24 x 7 worldwide technical support services and remote or onsite professional services. For further information visit <http://www.rockliffe.com>.

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