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## ROCKLIFFE ADDS WIRELESS PUSH NOTIFICATION TO MAILSITE EMAIL HOSTING SOFTWARE FOR SERVICE PROVIDERS

### *MailSite 7 Drives Voice/Data Convergence Via SMS Alerts*

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 hosting companies and internet service providers drive revenues and increase loyalty from their email services. MailSite version 7.0 includes support for multiple wireless email management options, including a more sophisticated SMS alert "push email" service than the capability recently announced by Yahoo! Service Providers can reduce their administration overheads by utilizing the deep integration with SQL databases that is provided in a **MailSite SP cluster** to automate the provisioning and billing of wireless push email and other messaging services.

By adding wireless push email to MailSite 7.0, Rockliffe has further enhanced the flexibility and value of the MailSite all-in-one email server and has added to the range of email products that service providers can provision from a single integrated platform. Furthermore, MailSite services can be provisioned on a per mailbox or per domain basis directly from a cluster-wide SQL database - with no data replication required - which facilitates automated online provisioning and real time integration with SQL-based billing systems.

"MailSite's integration with our Microsoft SQL directory means that we avoid having to replicate our database for provisioning and billing functions and that saves us a lot of time and resources," commented Alexander Friedensburg, Director of Operations at **Active24**, one of Europe's largest domain hosting companies. "We are pleased to have the option of adding a push email service to our range of messaging products, and being able to provision this directly from our MailSite mail server cluster database means that this feature will not increase our operational costs."

"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 server-side software that powers the push email functionality in MailSite 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. Subscribers 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".

"The rules-based wireless push technology that we have added to the MailSite email server will ensure that subscribers can manage their wireless email in a way that meets their particular requirements," said John Davies, president and CEO of Rockliffe. "This adds tremendous value to MailSite as an email hosting platform for service providers by helping subscribers to better manage their email workload."

MailSite 7 is available from December 13 2005. Service provider prices start at \$1250 for 500 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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