

Lyris Announces Release Of MailShield 2.0

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Lyris Technologies, Inc.

BERKELEY, CA Oct 30, 2000

Lyris Inc., a leading developer of email management software and services, announced today the release of Lyris MailShield 2.0. MailShield is an award-winning, server-based email filter that coexists with any mail server to monitor incoming and outgoing messages.

MailShield administrators can utilize more than 50 different customizable filters to block or reroute email with specific text in the message header, subject line, or body. MailShield also prevents abusive relay attempts, performs source validations, and stops mail with attachments that may contain dangerous viruses. It is often used to protect networks from unsolicited commercial email ("spam"), and typically results in faster delivery of legitimate email and enhanced network performance.

MailShield 2.0 offers several new benefits, including a user-friendly web interface and mail merge support for inserting web-based content into email. In addition, version 2.0 supports the Mail Abuse Prevention System's RBL+ Master Service, which enables RBL+ subscribers to synchronize their anti-spam efforts with the latest data from three of MAPS' services: Realtime Blackhole List (RBL),

Relay Spam Stopper List (RSS), and Dial-up User List (DUL).

"The RBL+ Master Service combines our lists of the IP addresses of spam-originating sites, unsecured mail relays, and dial-up ports, allowing an ISP or any business that runs a compatible email server to decide whether or not to accept mail from those IP addresses," said J.D. Falk, Product Manager of MAPS. "By incorporating RBL+ access into MailShield, we feel that Lyris has provided their customers with a powerful, state-of-the-art tool in the fight against spam."

MailShield is currently used by more than 300 organizations, and is available for purchase from Lyris for \$4,995 per license. See www.lyris.com/products/mailshield/?pr for additional product information, or contact Lyris directly at sales@lyris.com, (800) 768-2929 or (510) 549-4350. More information about the RBL+ Master Service is located at mail-abuse.org/rbl+/

About Lyris Inc.

Lyris Inc. is the leading developer of list management software for permission email marketing, and anti-spam software for server-based protection against unsolicited email. Over 2,000 Lyris ListManager and Lyris MailShield licenses are in use today, with customers ranging from Fortune 500 corporations to fast-growing Internet startups. Based in Berkeley, California, Lyris is a privately-held company and can be reached at www.lyris.com

About MAPS

MAPS is a member-supported organization that engages in a variety of mail abuse prevention activities, including education, maintenance of databases, and management of complaints about electronic mail. Their website is at www.mail-abuse.org

For additional comments call (650) 779-7087, or send email to press@mail-

abuse.org

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