



Junk Email Assistant

Blocks Unwanted Messages Before They Reach Your Server and Your Subscribers' Inboxes

The Postini Junk Email Assistant

The Postini Junk Email Assistant prevents unwanted email from reaching your server and your subscribers' inboxes. The Junk Email Assistant, and all of the Postini Email Assistants™, are deployed on the Postini Message Platform based on our Email Pre-Processing Infrastructure™.

The Junk Email Assistant Benefits You and Your Subscribers

- Detects and diverts up to 95% of junk email before it reaches your network's servers
- Does not require new software or hardware on your server or your subscribers' computers
- Performs in-line scanning of every message in real time with no detectable delivery latency of legitimate email using our patent-pending technology
- Puts your subscribers in control of their own junk email tolerance levels, alleviating customer support time, administrative overhead, and claims of censorship
- Builds customer loyalty, reduces customer turnover, and creates a new marketing channel through a co-branded Message Center
- Shifts the never-ending burden of fighting junk email from you to Postini, so you can focus your resources on more profitable issues

The Postini Junk Email Assistant prevents unwanted email from reaching your servers and your subscribers' inboxes—without adding any new software or hardware to your servers.

Avoid the junk email threat

As an Email Service Provider (ESP), you need an effective way to protect your subscribers from the onslaught of unsolicited email that threatens to overwhelm their inboxes (and your bottom line). At the same time, you must avoid putting any more demands on your already overburdened servers with software packages that try to combat junk email. The Postini Junk Email Assistant is your solution.

The Postini Junk Email Assistant resides on the Postini Message Platform, which sits in-line with the email message flow—pre-processing messages before they reach your servers. The platform is fully scalable and extensible. This means you and your subscribers receive the industry's best value-added email services, now and in the future, without making any capital investment. Postini does the work—you reap all the benefits.

The Postini Junk Email Assistant at work

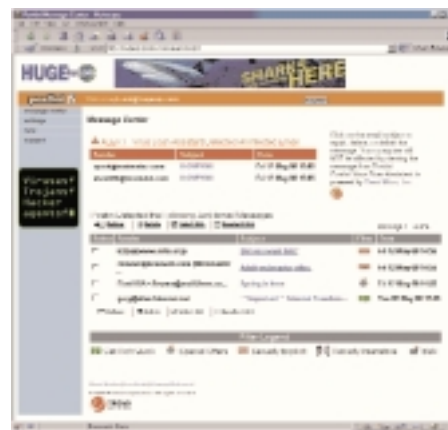
Using the Postini Email Pre-Processing Infrastructure, incoming email messages are monitored in real time. The Postini Junk Email Assistant uses the industry's most comprehensive set of email analysis tools and technologies to examine each message in milliseconds.

The characteristics of each message are compared against a set of rules that define probable junk email and probable legitimate email. These two evaluations yield a score that is compared to the

user-defined tolerances to determine whether the message is suspicious or not and what action is to be taken based on the user-defined message configuration.

The Message Center

Suspicious email messages are quarantined in your subscribers' individual, web-based Message Center. Each Message Center is password protected, ensuring that only the intended recipient reads the message. Here your subscribers can view suspicious email at any time and choose to deliver or delete them.



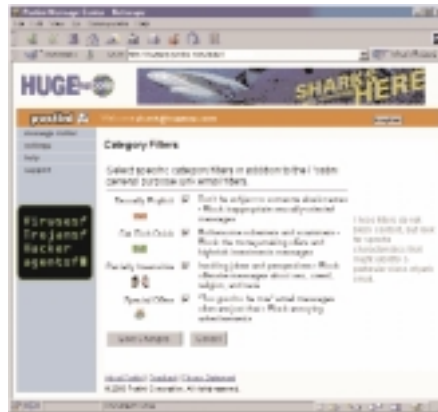
The Postini Message Center puts your subscribers in control. This is important because one person's junk email is another person's treasure. Your subscribers can define exactly what level of protection they want, without contacting you to make decisions and adjustments. This also alleviates claims of censorship that other junk email services and ISPs have suffered.

Postini Junk Email Assistant, continued



An easy to use interface allows your subscribers to adjust settings from lenient to aggressive, select the type of email they don't want delivered (Get Rich Quick, Sexually Explicit, Special Offers, and Racially Insensitive), and to "approve" or "block" specific senders or entire domains.

If the recipient decides to deliver a suspicious message, the Postini Junk Email Assistant prompts the recipient to indicate whether email from this sender should always be delivered in the future. In this way, the Junk Email Assistant learns to accommodate each recipient's individual needs. By putting the customer in control the Postini Junk Email Assistant offers an unparalleled end-user experience, increasing customer satisfaction and loyalty.



74% of users believe their email service provider should solve their junk email problem."

Source: Gartner Group

Postini Message Platform

Postini delivers value-added email services with zero impact on your infrastructure

The Postini Message Platform is based on our patent-pending Email Pre-Processing Infrastructure. The platform is seamlessly inserted in-line with the flow of standard SMTP traffic with minimal configuration. It enables the deployment of value-added email applications for email users without modifying the Email Service Provider's (ESP) existing servers.

The Postini Message Platform provides interfaces that allow value-added applications to plug-in quickly and easily, delivering new functionality to email users without complex or lengthy integration efforts.

The Postini Message Platform hosts value-added applications developed by

both Postini and third party developers. The initial plug-in applications developed are called Postini Assistants and they enable specific functionality for end-users to better manage their email experience. With Postini, ESPs can offer their subscribers leading virus detection, effective junk mail protection, and intelligent wireless integration services. Postini will continue to add applications to the Postini Message Platform on a regular basis.

With Postini, email users have access to personalized configuration settings, and a Web-based personal Message Center. The email user's experience is enhanced while optimizing network bandwidth and reduces the service provider's overall operational and customer support costs.



For more information about the Postini Junk Mail Assistant and the Postini Message Platform, contact Postini Sales at 650.482.5130 or by email at sales@postinincorp.com.

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