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***COOLEREMAIL PROVIDES CREATIVE AGENCIES AND TECHNOLOGY COMPANIES A NEEDED EDGE IN THE RACE FOR CLIENTS***

July 1, 2003, San Diego, CA. CoolerEmail, the leader in opt-in email marketing, is proud to offer their integrated solution to Value Added Resellers (VARs) in the creative community nationwide. In the midst of a recession and in one of the most competitive industries in the U.S., creative companies are looking furiously for an edge – and this just might be it.

VARs for CoolerEmail include advertising and marketing agencies, website development companies and multimedia professionals. Using the CoolerEmail solution, they are able to offer their clients the very best in email marketing with real-time trackable results. All the while, the VAR's brand the solution as their own by creating their own personal portal – with multi-user access with specific client parameters.

"CoolerEmail is proud to offer the most capable technology on the market to progressive agencies and technology services firms in the San Diego area and nation-wide," said Lars Helgeson, Co-Founder of CoolerEmail. "When we private label our email marketing technology, not only do resellers improve their bottom line, they can offer a whole new range of services to their clients."

A new range of services is an understatement. Services include powerful administrative features, unlimited accounts for unlimited clients, market research statistics and client usage tracking, and that is just the beginning. CoolerEmail assesses individual VAR needs, creates the perfect solution for each and trains users on the functionality of each feature. And CoolerEmail is opt-in only, so no spamming is allowed.

"The CoolerEmail solution has given our business an edge over our competitors," said David Herscott, President of MEA Digital, a San Diego-based interactive marketing agency. "We have the ability to create our own CoolerEmail portal, complete with our branding so the entire email marketing process is seamless to our clients. It is flexible, easy to use and an integral piece of our client's marketing strategies."

For more information and to take a test drive, visit CoolerEmail at

[www.cooleremail.com](http://www.cooleremail.com)

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