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For Immediate Release

**COOLEREMAIL INTRODUCES YET ANOTHER PRECEDENT-SETTING FEATURE
FURTHER EXPANDING THE ONLINE COMMUNITY**

August 19, 2002 – San Diego, CA. CoolerEmail, the leader in opt-in email marketing, has announced the release of their Discussion Group feature, enabling their customers world-wide to expand and retain their online community.

Using CoolerEmail's new "Discussion Group" feature, it easily enables recipients to continue "email discussions" regarding topics introduced by the client in their email communications. Similar to other CoolerEmail list features, clients and recipients alike can choose to make their Discussion Group lists "public" (anybody can subscribe) or "private" (exclusive membership).

Each Reply to Group message is sent to all valid members of a mailing list, but is only accessible so long as they are part of that list (members can be removed at anytime). Since each Reply to Group message carries the CoolerEmail client's banner, their company is further promoted to each of

the Discussion Group members.

"We created a tool that helps CoolerEmail users maintain an ongoing relationship with their clients," said Lars Helgeson, Co-Founder/Director of CoolerEmail. "Discussion Groups provide a way for any CoolerEmail user to create their own community or user group."

The Discussion Group feature is yet another one of CoolerEmail's offerings that their clients won't have to outsource. Client lists are already loaded into CoolerEmail – Discussion Groups further their advertising and branding efforts to those list members while providing an effective and efficient means of communication. And it's economical. A similar standalone solution would cost anywhere from \$10 to \$50 per month and wouldn't be integrated into their CRM/email program.

"CoolerEmail has a track record of staying ahead of the pack by really listening to their clients and quietly integrating innovative tools months before their competitors," said Lydia Sugarman, Certified CoolerEmail Consultant.

"Remaining privately held and having to answer only to their customers has made a discernible difference in both product advancements and service."

CoolerEmail is the leading provider of web-based HTML e-mail marketing solutions that enable users to easily build and send professional, graphic-

rich e-mails and track recipients' responses in real time. Founded in 2000, the company is one of the first to integrate robust customer relationship management software with HTML e-mail campaign tools. CoolerEmail provides easy-to-use, opt-in email marketing and communication tools utilizing state-of-the-art software with industry-leading features and unmatched reliability.

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