



*For Immediate Release*  
CoolerEmail, Inc.  
editor@CoolerEmail.com

## **CoolerEmail selected as finalist in ClickZ's 2003 Marketing Excellence Award**

*Online Marketing Publication's Readers Recognize Leading E-mail ASP*

**New York, Feb 1, 2003** - CoolerEmail, the leading email ASP platform, which provides its award-winning email campaign management software to over 50 of the industry's most respected Value Added Resellers has been selected as a finalist in ClickZ.com's 2003 Marketing Excellence Award. Chosen by readers of ClickZ.com, the leading online publication for interactive marketers owned by Jupitermedia Corporation (Nasdaq: JUPM), winners were selected for achievement and innovation in online marketing technology, solutions and execution.

"ClickZ.com's Marketing Excellence Award is determined by our very large readership of interactive marketers," said Rebecca Lieb, executive editor of ClickZ.com. "Technology solutions that work are mission critical. This award represents what works for marketers' needs."

Industry analyst firms continually report that e-mail marketing is one of the most effective ways to acquire and retain customers. The return on investment is outstanding and almost all companies surveyed indicate that e-mail marketing is their most effective customer retention tool.

CoolerEmail offers the most secure and reliable email delivery system available. As the pioneer in the e-mail marketing industry, CoolerEmail began by enabling companies to develop targeted and measurable e-mail promotional campaigns. Its proprietary software also tracks how many recipients 1) opened a message, 2) clicked on specific links and 3) visited certain webpages.

"CoolerEmail makes email marketing easy" said Leif Youngberg, co-founder of CoolerEmail. "We take care of everything and by virtue of our bonded sender program, proudly offer the highest email deliverability rates in the industry."

"We started CoolerEmail with the commitment of offering the best features at the best price. That commitment holds true more than ever today" said Lars Helgeson, co-founder of CoolerEmail.

"There is no other software as secure or reliable as CoolerEmail," said Ryan Buchanan, President of emailROI.com. "It performs extraordinarily, allowing us to create successful email campaigns for enterprise level clients with the highest degree of confidence. In our due diligence process of selecting an email software provider, we tested solutions from the best known names in the industry, some of which cost more than 50 times as much as CoolerEmail---nothing even came close. Without question, CoolerEmail's VAR program offers the best features for the value available anywhere."

**About Click.com / Jupitermedia**

ClickZ.com is a Jupitermedia property. Jupitermedia Corporation, (<http://www.jupitermedia.com>) headquartered in Darien, CT, is a leading provider of global real-time news, information, research and media resources for information technology and Internet industry professionals. Jupitermedia includes the internet.com and EarthWeb.com Network of over 150 Web sites and 175 e-mail newsletters that generate over 200 million page views monthly. Jupitermedia also includes Jupiter Research, a leading international research advisory organization specializing in business and technology market research in 18 business areas and 10 vertical markets. In addition, Jupiter Events include nearly 40 offline conferences and trade shows focused on IT and business-specific topics, including Computer Digital Expo, America's 21st Century Information Technology Conference & Expo (<http://www.cdexpo.com>).

**About CoolerEmail:**

CoolerEmail is the leading provider of reliable and secure e-mail software. As a pioneer in the industry, it established a new era in e-marketing and customer relationship management. CoolerEmail allows organizations to easily build, send and track permission-based e-mails through an easy-to-use, cost-effective, and powerful Web-based application.