



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

CoolerEmail selected as finalist in the ClickZ Network's 2006 Marketing Excellence Awards

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

Portland, Oregon

November 1, 2006 - CoolerEmail, the leading email ASP platform, which provides its award-winning email campaign management software to over 9,000 clients worldwide, has been selected as a finalist in the ClickZ Network's 2006 Marketing Excellence Awards. Chosen by readers of The ClickZ Network, the leading online publication for interactive marketers owned by Incisive Media (FTSE: INM), winners were selected for achievement and innovation in online marketing technology, solutions and execution.

"The ClickZ Network's Marketing Excellence nominations and awards are determined by our extremely large readership of interactive marketers," said Rebecca Lieb, editor-in-chief of ClickZ. "Technology solutions that work are mission critical. This award represents what meets 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 email marketing industry, CoolerEmail began by enabling companies to develop targeted and measurable email 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 it simple for clients to build, send and track professional looking emails," said Lars Helgeson, co-founder of CoolerEmail. "And, by virtue of our strict anti-spam policies and efforts, we proudly offer the highest email deliverability rates in the industry."

"We started CoolerEmail years ago with the commitment of offering the best features at the most affordable price. That rock-solid commitment holds true to this very day" said Leif Youngberg, co-founder of CoolerEmail.

"There is no other software as secure or reliable as CoolerEmail," said Bill Mitchell, Founder of CartoonEmailer.com, one of CoolerEmail's value added resellers. "It performs extraordinarily, allowing us to create successful email campaigns for sophisticated clients with the highest degree of confidence. In our due diligence process of selecting an email software provider, we evaluated solutions from the best known names in the industry --- nothing even came close. Without question, CoolerEmail's system offers the best features for the value available anywhere."

About The ClickZ Network and Incisive Media

Incisive Media PLC is a fast-growing specialist business information provider, based in the UK with offices in North America, Hong Kong, India and Mainland China. The company's activities are currently built around ten core industry sectors - mortgages; marketing services; financial technology; retail investment; capital markets; risk management; insurance; legal services; private equity and photography. Information is provided via a wide range of channels--in print, in person and online. The company is listed on the London Stock Exchange (FTSE: INM).

Incisive Interactive Marketing LLC is the marketing services division of the company and incorporates leading Web sites the ClickZ Network, Search Engine Watch, and their associated events series including ClickZ Specifics and Search Engine Strategies. These properties were acquired from Jupiter Media in 2005.

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.