



## Inergize Digital® Introduces New E-mail Manager in its Content Management System at NAB 2009

Integrated solution provides complete e-mail creation, management and distribution, while offering targeted revenue opportunities for media companies

MINNEAPOLIS, MN – April 21, 2009 – Inergize Digital® today introduced E-mail Connect™, a new e-mail manager integrated in its Content Management System (CMS) for media companies. Inergize Digital CMS clients can easily create, manage and send newsletters, e-mails, breaking news and other direct communication, capturing consumer attention with maximum impact.

Inergize Digital will demonstrate E-mail Connect in private meeting rooms during the NAB Show 2009 in Las Vegas, Nevada, April 20-23. Current and potential clients may contact Inergize Digital to schedule a meeting at sales at [inergizedigital dot com](http://inergizedigital.com).

Inergize Digital E-mail Connect makes it easy to get started by offering customizable HTML e-mail templates with complete flexibility. Inergize Digital CMS clients can merge fields, add company logos, teasers, stories, links, promotions, coupons and more to standard templates or create original HTML designs to distribute using E-mail Connect. By leveraging the integrated ad manager in the CMS, media companies can serve targeted ads in e-mails to increase revenue.

“Supplying valuable content to consumers, while generating revenue has been a primary objective for television stations and other media companies,” said Jason Gould, Senior Vice President and General Manager at Inergize Digital. “E-mail Connect offers a key opportunity for our clients to easily leverage both e-mail and advertising managers in our CMS, providing ease of use with a single login and access to all content and ad information in one multi-platform solution.”

### **E-mail Delivery Management**

E-mail Connect uses 100 percent e-mail valid markup to ensure sent e-mails display as designed and are delivered at the highest possible rate. All e-mail messages meet anti-spam requirements through Sender Policy Framework (SPF) verification to reduce spam designation.

### **E-mail Delivery Performance**

In E-mail Connect, each e-mail message is individually sent in batches using a high-performance e-mail sender to ensure all e-mail messages are simultaneously processed. The intelligent work scheduling algorithm provides almost instantaneous message priority for breaking news and other e-mail messages requiring precedence. Dedicated mail transfer agents are also employed to

provide monitoring every 10 seconds, determining the best transfer agent for each e-mail message to expedite delivery.

### **Statistics/Tracking**

Real-time e-mail tracking and reporting informs clients how many e-mails were delivered, opened, which links generated the most interest and who clicked on each one. Clients can gauge success in a comprehensive report for each campaign to determine consumers' interests, the best day and time to send e-mail messages and much more.

### **Pricing and Availability**

E-mail Connect is immediately available to Inergize Digital CMS clients at no cost.

### **About Inergize Digital**

Inergize Digital is the leader in fully integrated digital management solutions that generate revenue for local media companies. The Company's Content Management System leverages the power of video, e-mail and syndication delivery, online directories as well as advertising leadership in contests and gaming to create profitable Web sites and campaigns for local television, radio, newspaper, magazine and other media companies. E.W. Scripps, Four Points Media, Liberty Media, Newport Television and New Vision Television Group, among others, rely on Inergize Digital to position their Web sites as the number one source of local information.

For more information, visit [www.inergizedigital.com](http://www.inergizedigital.com), call (952) 417-3294 or e-mail sales at [inergizedigital dot com](mailto:inergizedigital.com).

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