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INTERSPIRE EMAIL MARKETER 5 AND INTERSPIRE EMAIL MARKETER 5 HOSTED NOW AVAILABLE

Businesses, Web Designers, Service Providers and ISPs Increase Number of Leads, Build Better Relationships and Increase Revenue Using Powerful, Feature-packed Email Campaign Software

/24-7PressRelease/ - SYDNEY, AUSTRALIA, June 20, 2008 -- Interspire, the global leader in e-commerce, content management and email marketing software today announced Interspire Email Marketer 5 and Interspire Email Marketer 5 Hosted are now available. Interspire Email Marketer 5 helps businesses build relationships with customers and increase online sales with an easy-to-use, breakthrough web-based tool. The most recent version includes many features which make it simple for any size business to manage contacts, send email campaigns and automate follow up with customers and prospects.

Email marketers today are faced with multiple marketing challenges from building brand loyalty, up selling or cross selling products and services, generating consistent leads, automating marketing campaigns to creating campaigns with limited budgets. Some businesses attempt to build their own solutions which can be costly and time consuming. Still others may rely on popular email software for delivery and these products are unequipped to deliver reporting statistics and tracking mechanisms for improving email campaigns. Until now, the alternatives included expensive solutions from third party vendors or hosted solutions which require monthly fees, limited features and also require identity sharing.

"Email campaigns represent an incredible opportunity for marketers to increase their revenue. We have developed a product superior to anything in the market today that makes it simple for non-technical users to go to market with a professional look and a robust tool to manage the needs of any size business," said Eddie Machaalani, CEO and co-founder of Interspire. "Interspire prides itself on being a company driven by user feedback. We focus on delivering products that are powerful yet are simple to use to make our customers' jobs easier."

Interspire Email Marketer 5, the newest version of Interspire's flagship product SendStudio, is available via download or over the Internet as a Software as a Service (SaaS) application. The easy-to-use, browser-based software is designed for business owners, web designers, service providers and ISPs and virtually anyone who wants to distribute and manage an email campaign.

Interspire has included a number of enhancements including:

- Greater contact filtering for segmenting contacts

Segments allow contacts to be filtered across multiple lists based on one or more rules. Users can then send an email to a segment of the list. For example, a user could create a segment to filter all contacts across any number of lists who are located in North America and who also clicked on a promotional link in the last email campaign. Then a promotional email can be sent to that segment with a click of the mouse.

- Intuitive control panel

The new control panel in Interspire Email Marketer 5 makes working with contacts, lists and email campaigns effortless. Interspire Email Marketer 5 incorporates intuitive menus complete with an explanation of each feature, built-in help guides and mouse over information boxes so users easily understand how to use each feature.

- Custom fields for View Contacts

Another added feature, which is essential for contact management, is the ability to view contact lists as in a CRM system. This feature saves users time because it is very easy to select which custom fields appear on the View Contacts grid and to select fields without having to click through to the details page for each contact.

- Professionally designed templates

Interspire has added 35 professionally designed email templates to Interspire Email Marketer 5 which have been tested to work with all email clients including Outlook, Thunderbird, Hotmail, Gmail, Yahoo and more. Additionally, users can

customize templates in minutes using Interspire's point-and-click WYSIWYG editor.

- Improved page loading and design with Web 2.0/AJAX features

Popup windows have been replaced with fast inline thickbox windows, making it quicker to perform tasks such as inserting a custom field or spam checking email campaigns. Interspire has integrated AJAX and client-side requests to reduce page loading which means users spend less time on email marketing and more time on business.

- Private label solution

Interspire makes it easy for users to tailor Interspire Email Marketer 5 with their business' logo, text and color schemes. Interspire also offers a 100 page unbranded user guide which explains exactly how clients can create, send and track their own email campaigns.

- Complete campaign and link tracking reports

One of the most important features for marketers is the ability to track campaign results. With Interspire Email Marketer 5, users can see exactly how many people opened their email, how many people unsubscribed, which links were clicked, email forwarding statistics and more.

- Scalability

Interspire Email Marketer scales to handle tens of thousands of users, millions of contacts and can send emails at speeds of up to 200,000 emails per hour using an optimized MTA (mail transfer agent). Interspire Email Marketer 5 now incorporates performance improvements for sending lots of custom field based content.

Pricing and availability

Pricing for Interspire Email Marketer 5 begins at \$249 (USD) for one user. All new licenses include a 60 day refund guarantee. All purchases include three months of free support and updates.

Pricing for Interspire Email Marketer 5 Hosted begins at \$15 per month and operates on a monthly pricing structure, based on the number of emails sent. Exact pricing is available at the Interspire web site.

The hosted version of Interspire Email Marketer 5 offers users immediate access after signup to create and send emails, the ability to collect an unlimited number of subscribers and unlimited free support from its expert email marketing team. Users are also able to upload as many images as needed for inclusion in email campaigns as well as create and send an unlimited number of auto responders on any plan. Interspire offers month-by-month payments with the ability to cancel at any time.

About Interspire

Interspire is a worldwide leader in business software delivered on demand. Interspire software enables service providers to deliver ecommerce, email marketing and content management software to their existing customer base, to increase revenue and to reduce customer churn. Founded in 2004 and headquartered in Sydney, Australia, Interspire has offices throughout the U.S, Europe and Asia-Pacific. Interspire software is used by more than 20,000 businesses worldwide. For more information on Interspire visit www.interspire.com.