

Press Release
03/01/2004

FOR IMMEDIATE RELEASE:

DocuMatix Announces New Dynamic Content Wizard

SALT LAKE CITY (March 1, 2004) - DocuMatix, LLC announced today the availability of an advanced email creation tool called the DocuMatix Dynamic Content Wizard. The newly created wizard is now a standard inclusion within the DocuMatix Product Suite offering.

The DocuMatix Dynamic Content Wizard allows for new levels of customization and personalization within HTML and Text email campaigns. Specifically, the wizard allows for any and all content within an email campaign to be customized based on member profiles that are specified by the customer (age, gender, income levels, etc). The power and flexibility of this new dynamic creation enables the marketing professional to more closely align content that best matches a given member profile. For example, an auto loan campaign can now include content and graphics to be dynamically created for a Male Member that is of age 20-25 versus a Female Member that is of age 55 all from the same campaign. The end result will provide a greater experience for the member by receiving communications that are more appealing to their interests thereby increasing the likelihood that they will take action. Increasing the probability of a member to take action remains a key element to higher open rates, responses, and ultimately to the bottom line. By utilizing dynamic campaigns effectively the marketing professional can create win/win situations for both the credit union and the member.

About DocuMatix

DocuMatix, LLC, is a provider of on-line marketing tools and services to include permission based email marketing, surveys and secure email. The flagship product of DocuMatix is the DocuMatix Email Manager which includes a powerful creation wizard and a robust real-time reporting engine that allows for the creation of virtually unlimited designs and new levels of professionalism offered within every email.

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