

Press Release
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FOR IMMEDIATE RELEASE:

DocuMatix Announces DocuMatix e-Alerts

SALT LAKE CITY (August 23, 2004) - DocuMatix, LLC announced today the availability of their DocuMatix e-Alerts product and service offering. The e-Alerts service is a complete turn-key ASP (Application Service Provider) solution that allows for institutions to send email alert notifications to their subscribers. Specifically, with e-Alerts an organization is now able to "push" email notification delivery via HTML and Text. In addition, subscribers can receive their e-Alerts in over 170 Countries across 500 Mobile carrier networks via any Wireless SMS enabled device such as a Digital Phone, or PDA.

The marketing professional can design e-Alerts centered on their product and service offerings. For instance, a credit union could design *non-account* level alerts such as a car sale, newsletter availability, cd-rates change, interest rates drop, etc. Additionally, those alerts can further be designed and targeted differently for a member vs. a non-member. Alerts can also be triggered and sent when account level activity takes place such as when a direct deposit posts to an account, or a balance reaches an account minimum or maximum. In the case of a direct deposit notification an added benefit might include a reduction in call center volumes on large volume payroll dates.

The e-Alerts product is designed around the proven stability and framework of the DocuMatix Email Manager, a scaleable and targeted email marketing solution. Since the solution is also built surrounding a *double opt-in* strategy, organizations can further feel confident that they will be less likely to ever be accused of sending unsolicited email. Within each e-Alert email campaign the marketing professional can also cross-sell other product offerings. Since all email campaigns have email tracking features built in, the marketing professional can further evaluate the effectiveness of any given campaign.

By implementing the DocuMatix e-Alerts solution, an organization can further create win/win situations for their subscribers while at the same time helping to meet or exceed their corporate e-initiative goals.

About DocuMatix

DocuMatix, LLC, is a provider of on-line marketing tools and services to include permission based email marketing, surveys and secure email, and e-Alerts. 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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