



For Immediate Release
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NAI Email Service Provider Coalition Formed

Group responsible for billions of permission-based emails will work to respond to spam and deliverability concerns

Washington, DC – In response to overwhelming public concern regarding the proliferation of spam and business concerns regarding the increasing difficulty in delivering legitimate email messages, a coalition -- which includes 19 of the leading email service providers -- has been formed to provide solutions to the spam problem and protect the appropriate use of permission-based email as a marketing and business communication tool.

Email service providers (ESPs) are companies that provide email delivery services to the full spectrum of the marketplace. Collectively, the members of the NAI Email Service Provider Coalition deliver email messages on behalf of approximately 250,000 customers. All members have come to the coalition with business practices designed to uphold strong permission-based email principles.

“Email that is wanted by the recipients but sent in volume to groups of subscribers and customers, has become an unintended victim in the war against spam,” said Trevor Hughes, Executive Director of the NAI. “These email service providers know that a stronger voice representing legitimate email senders is needed as policies, technologies, and practices are created that will impact what consumers do and don't get in their inboxes.”

Current membership in the ESP Coalition includes all of the major companies in the email service provider industry: Digital Impact, DoubleClick, Experian, iMakeNews, Aptimus, Avenue A, BlueHornet Networks, Britemoon, Cheetahmail, Clickaction, eDialog, Eversave, ExactTarget, GotMarketing, MindShare Design, Roving Software, Topica, Virtumundo, and Yesmail. An advisory group of companies that actively use email as a communication tool has also been created.

"The proliferation of spam is a major menace for consumers and businesses alike," said Hans Peter Brondmo, Digital Impact Fellow. "All email users have a significant stake in combating the spam plague to protect the viability of the medium. We are excited to join the ESP Coalition which will play an active role working with all stakeholders – consumers, Internet service providers and legislators -- to foster a workable environment

based on clear and responsible guidelines for the use of email as a marketing and customer communications tool."

"Over the next year, state legislatures will consider laws that will impact email; Congress will design and consider bills, and ISPs will implement new policies and filter technologies to limit spam. Email service providers need to be part of these considerations, to make sure that the desires of their customers and their customers' subscribers are represented," said Anna Zornosa, CEO and President of Topica. "Until the formation of the NAI Email Service Provider Coalition, there was no organization able to give voice to this unique viewpoint."

About the Network Advertising Initiative:

The NAI (Network Advertising Initiative) is a cooperative group of companies that have joined together to address public policy issues raised by emerging technologies and media. This work includes developing self regulatory standards to educate consumers and businesses regarding the appropriate use of new technologies. In the past, the NAI has launched successful self regulatory programs related to online targeted advertising and the use of web beacons. For more information on the NAI, contact Trevor Hughes, Executive Director, at 207.351.1500 or nai@networkadvertising.org.

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