



Press Release

Emailvision launch new e-mail marketing software service With integrated deliverability & notification messaging modules

London, November 12, 2008 - Emailvision, a global leader in on demand software for email marketing, have launched a new version of their flagship product, *Campaign Commander™*.

The new version 7 of *Campaign Commander™* includes three new software services to help on-line marketers capitalise on the profitability of retention e-mail marketing.

New advanced features of *Campaign Commander™* version 7 include:

- **Notification messaging for Transactional email.** Enabling e-commerce marketers to improve deliverability and take control of their transactional emails, i.e.order confirmations. Marketers will now be able to adapt templates and marketing offers on the fly and turn their transactional email into a profitable new sales channel.
- **Notification messaging for Social Networking email.** Enabling social networking, dating and job search sites to send high volume triggered messages in real time.
- **Deliverability Optimization Module.** Includes three new software tools to identify & fix email rendering and ISP blocking problems prior to campaign send. This helps ensure that email messages reach recipients inboxes, in order to maximise impact and response rates.

“Demand for our advanced email marketing software services is growing steadily as marketers shift their attention from costly acquisition marketing to highly profitable retention email marketing programs.”, says Nick Heys, CEO Emailvision. *“This new version of Campaign Commander™ will ensure that Emailvision clients make a significant improvement in their email deliverability and profitability”* added Nick Heys.

About Emailvision (www.emailvision.co.uk)

Emailvision is a technology leader in “on-demand” software for email marketing automation. The Emailvision flagship software product, *Campaign Commander™*, has become the industry standard email marketing software service for E-commerce and publishing companies with over 2 500 users worldwide. The company has a staff of over 150 and offices in the major international markets including US, UK, France, Germany, Switzerland, Belgium, Netherlands and Spain. Emailvision (ALEMV) was founded in 1999 and is listed on the NYSE Euronext Alternext stock exchange.

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