

For Immediate Release

Rockliffe, Inc.
John Davies
408-879-5600
pr@rockliffe.com
<http://www.rockliffe.com>

Shotwell Public Relations, Inc.
Peggy Prater
408-855-8608 ext. 101
peggy@shotwellpr.com

MailSite Offers Full Arsenal Of Smart Anti-Spam Weapons To Protect Smaller & Mid Size Company Networks

A strong "Cocktail" is best solution to spam...

Campbell, CA – October 21, 2003 – Rockliffe, Inc. a leading developer of email infrastructure software, announced today new anti-spam features in the latest version of its flagship product, MailSite Version 6.0. This software, which is used to run over 15 million email-boxes worldwide, has been enhanced with the most comprehensive range of spam analysis and blocking tools available.

The anti-spam engine works so that when a message enters the server, it is analyzed and determined if it is spam. The thresholds are set by the system administrator and also at the user level. The administrator and the user have the ultimate say on what is spam, unlike many other spam filters that detect and delete spam without user oversight, which leads to the problem of legitimate email being incorrectly blocked – also known as a “false positive”.

Rockliffe, working with its anti-spam technology partner, ActiveState, employs a next-generation “cocktail” approach to offer as many automatic and user-determined defences and aggressive actions as possible to detect and stop spam – other filters rely on only a few, often undynamic techniques.

MailSite 6.0 also includes protection to stop directories of personal email addresses being stolen and used for spamming. Directory harvests are a problem that small-to-medium sized businesses suffer and this new feature means these hacker attacks are detected, the connection dropped and the spammer is added to a black list automatically.

As a result of this “cocktail” approach, Rockliffe claims its email infrastructure software can be up to 98 percent effective against spam. MailSite 6 incorporates the following anti-spam features:

- Heuristic analysis
- Pattern matching
- Dynamic spam definitions
- Sieve filters
- White lists
- Black lists
- Blacklist server lookup
- Reverse DNS lookup
- Authenticated SMTP

“Spam is a universal problem for large and small enterprises. These companies need effective technology solutions today - not tomorrow”, said John Davies, president and CEO of Rockliffe. “Unsolicited email is costing US and European business billions of dollars a year - strong action is needed and users shouldn’t be powerless in the fight against spam.”

About ActiveState

ActiveState enables IT professionals and enterprises to increase productivity and organizational efficiency. The company's PureMessage product empowers organizations to take control of their email communications to protect against spam and viruses, and to enforce email policy. PureMessage's comprehensive email content filtering provides the most effective spam protection, which can be rapidly deployed for immediate benefits and flexibly extended to meet the evolving needs of organizations. Additional information is available at www.ActiveState.com.

About Rockliffe

Rockliffe is the developer of MailSite™ – reliable, full-featured email server software for enterprises and service providers. Since 1995, Rockliffe has sold email servers to 3,000 customers with more than 15 million mailboxes. Customers include Digex, Savvis, Call Sciences, Louisiana Pacific, and Boeing. MailSite provides customers with all the functionality they need, without all the complexity and cost of competing systems. MailSite includes anti-virus and anti-spam tools, as well as webmail and wireless mail.

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