



Due for Release in August 2009

What's New in our latest version of E-Paper (Corporate+)?

Dmax E-Paper makes it even easier for you to create, send and track profitable email marketing campaigns. New features such as split testing, automatic event logging and triggers give you everything you need to run full-blown, automated email campaigns and follow ups using just one piece of software.

We seriously believe that Dmax E-Paper is the most powerful, fully-featured and easiest-to-use email marketing software you'll find.

Find the Best Performing Campaign with Split Tests

Find a winning email and show me the results

- Your emails will be sent in equal groups to your entire list
- You can then view the best performing email from the split test statistics page

Find a winning email then send it to my list automatically

- Emails will be sent in equal groups to % of your list
- The best performing email will then be sent to the rest of your list hours later
- Results of the split test can be viewed from the split test statistics page

Split testing allows you to divide your list into equal parts and send each group a different version of your email.

Unlike other email marketing software which limits you to A/B or "one or the other" split tests, you can test an unlimited number of email variations.

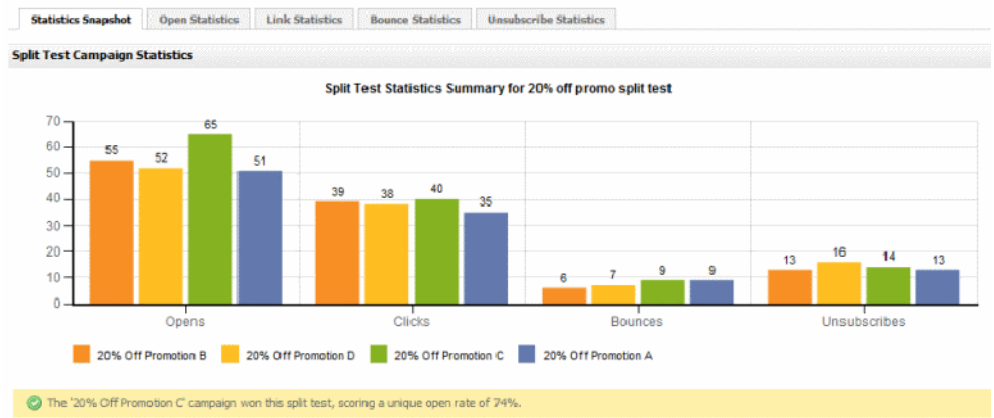
Our system can then automatically determine the winning email based on open rates or click rate and send it to the rest of your list after a predefined period of time - automatically!

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You can also view, export and print a complete report about the performance of your split testing, including click and open rates for each email variation, as you can see here:

Split Test Statistics for "20% off promo split test"





Automate Your Follow Ups with Triggers.

Imagine if your email marketing software could automatically send out a congratulatory email the day before everyone's birthday. What if it could automatically add a contact to a new list as soon as they click a link in your email campaign, or even send them a new, personalized email message as soon as they open an email you've sent them?

With triggers our latest version all of this is possible - and more. Triggers can be used to:

Trigger Details

* Name Your Trigger:
(Such as 'birthday discount trigger'. The name is for

* Activate This Trigger: Based on a contact's date field
 Based on a specific date
 Based on a link being clicked
 Based on a email campaign being opened

* Trigger The Actions: Please choose one of the radio button above first.

* When Triggered: Send an email campaign
 Add the contact to an additional contact list
 Remove the contact from the contact list that it

* Is Trigger Active?: Yes, this trigger is active

- Send a birthday or anniversary reminder to contacts on your list
- Send contacts a new email when they click a link in your email campaign
- Send contacts a new email at a specific date in the future
- Add contacts to a new list when they click a link in your email campaign
- Add contacts to a new list when they open your email campaign
- Add contacts to a new list at a specific date in the future
- Remove them from the list they are on when they open your email campaign
- Remove them from the list they are on when they click a link in your email
- Remove them from the list they are on at a specific date in the future



Get the Whole Picture with Event Logging

Email Address	Date Added	Email format
chris@interspire.com	15 Dec 2008	HTML
mitsy@interspire.com	15 Dec 2008	HTML

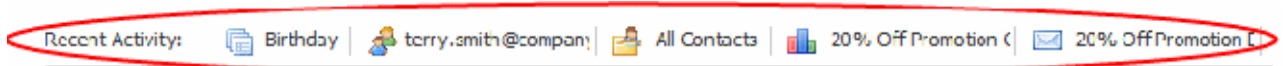
<p>Phone Call (Edit or Delete) Subject: Phone Cal Date: December 15 2008, 1:40 pm Notes: Talked to Mitch on the phone re: the sale.</p> <p>Sent an Autoresponder (Edit or Delete) Subject: Sent the Autoresponder "Automatic Sales FollowUp" Date: December 15 2008, 1:38 pm Notes:</p> <p>Opened an Email Campaign (Edit or Delete) Subject: Opened the "Interspire 20% off Promotion" Email Campaign Date: December 15 2008, 1:17 pm Notes:</p> <p>Sent an Email Campaign (Edit or Delete) Subject: Sent the Email Campaign "Interspire 20% off Promotion" Date: December 15 2008, 1:15 pm Notes:</p>

The new event logging feature in Dmax E-Paper makes it easy to log events (such as meetings or phone calls) against contacts in your list. Combine this with automatic event logging, which automatically creates a new event every time a contact:

- Is sent an email campaign
- Is sent an autoresponder
- Opens an email campaign or autoresponder
- Clicks a link in an email campaign or autoresponder ... and you have a contact management system fully integrated with your email marketing software!

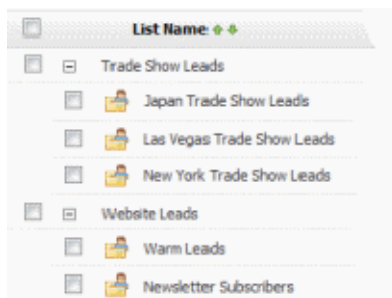


Work Smarter With the Recent Activity Log



The recent activity log appears across the top of E-Paper control panel and stores a list of recently accessed items, including contacts, campaigns, lists, reports and custom fields. You can instantly get back to what you were working on - it's quicker than search and takes just one click.

Get to Your Contacts Quicker With Contact List Grouping



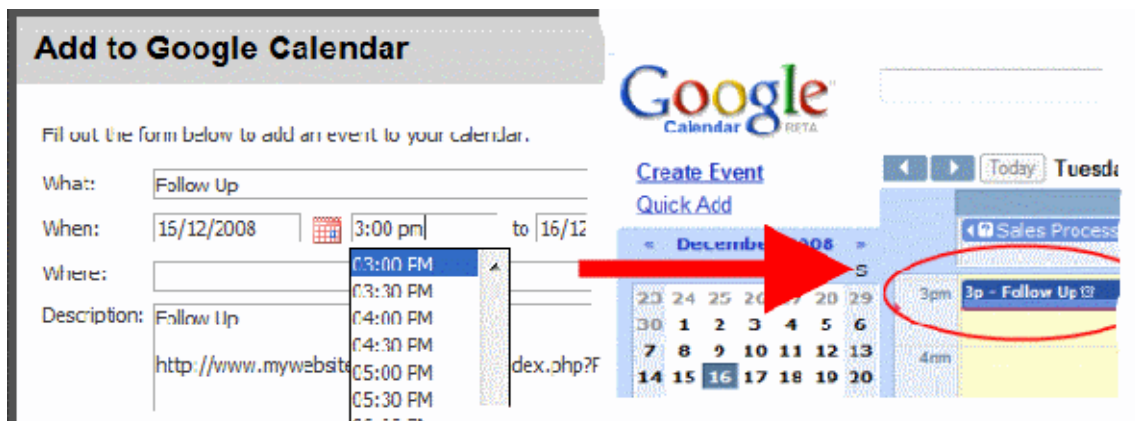
If you like to segment your contacts across multiple lists or if you're a digital agency with clients then you'll appreciate the new contact list grouping feature.

Instead of all contact lists being shown on one page, you can group lists into folders using nothing more than drag and drop. You can expand and collapse folders and your preferences will be remembered - even after you logout.

For digital agencies, each of your clients will only see their own folders and display preferences are saved for each user.



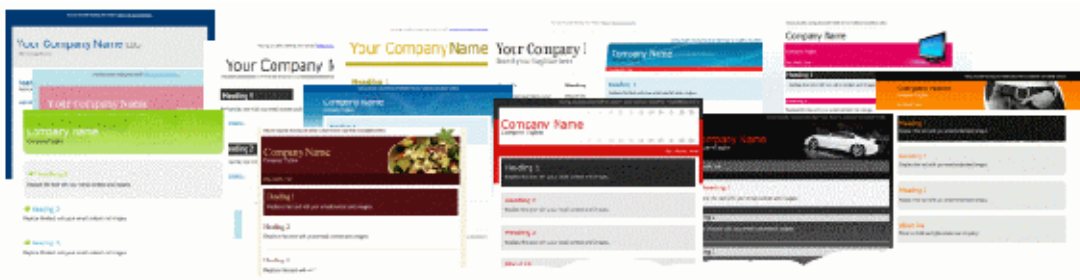
Schedule Follow Up Reminders with Google Calendar Integration



The latest version of Dmax E-Paper integrates directly with your Google calendar, allowing you to assign follow up reminders to your calendar directly from within the application. To assign a follow up reminder, simply click on the "Add to Google Calendar" icon next to any date field when viewing or editing a contact's profile. You can choose the date and time for the follow up and a link back to the contact's profile is even included in the notes section.



20 New state-of-the art Built-In Email Templates



To make it even more versatile the latest version of E-paper includes 20 new email templates which work in all popular email clients including Outlook, Yahoo, GMail and Hotmail.



Upgrading will take place by end-August 09 FREE of charge to all existing clients.

Existing customers running the first version of E-Paper will receive upgrade for free.

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Some Extra Benefits of Using E-Paper

E-Paper is powerful, all-in-one email marketing software that's incredibly easy to use. Take a look at our list of benefits and we're sure you'll agree:

- Personalize your customer relations. Studies have shown that people respond better to emails that actually address them via their first name. Dmax E-Paper allows you to capture your subscribers first name, last name, age, salary -- even their shoe size -- when they signup to your mailing list. You can then use these fields in your email to deliver personalized content.
- Send any type of email communication. Newsletters, special offers, follow-up emails, member notices, customer service announcements, affiliate emails, invitations -- anything!
- Improve sales and increase revenue. Selling a product or service from your website? Why not use E-Paper to send a series of follow-up autoresponders to your potential customers after they signup for your newsletter? You could send them a free whitepaper, more information on your products, or even a "subscriber-only" discount. Your imagination and creativity really are the only limits!
- Build trust with your subscribers. One of the most important steps in the buying process is to establish trust with your visitors. By starting your own weekly or monthly newsletter, you're establishing your website as a credible source of information, which helps your visitors build up their trust in you.
- Unlimited number of subscribers and lists. Create hundreds or even thousands of mailing lists and either import your existing subscribers or use E-Paper to automatically create a subscription form for your web site.
- Create an additional revenue stream. Are you a web designer with multiple clients? How about offering them the ability to build their own mailing list and send out a newsletter? With E-Paper, you can create user accounts, and "lock" each account to a specific mailing list. You can also restrict the tasks that each user can perform. For example, if you don't want one of your clients importing email address, then simply disable it with the click of a button!
- Complies with email laws. E-Paper includes powerful permission features, such as double opt-in confirmation and one-click unsubscribe which puts you in control of your email marketing campaign.

Your feedback is Welcome!

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