



Media Contact:
Richard Berman for Sendio
richard@verbfactory.com
+ 1 415.359.4906

Sendio Names Kevin Bowyer CEO

Sales Executive Promoted to Lead Rapidly Growing eMail Integrity Company

IRVINE, Calif. – February 11, 2008 – Sendio, Inc., the enterprise email integrity company whose products ensure that users receive all legitimate email messages but block all viruses, bots, phishing attacks and spam, today announced that Kevin Bowyer has been promoted to Chief Executive Officer. Mr. Bowyer was previously Sendio's Senior Vice President of Sales and Services; he joined the company in February 2007 and led the team that recruited more than 200 resellers and delivered a 300% increase in revenues during the year.

"Since 2004 we have been engineering the Sendio I.C.E. Box email integrity appliance to be effective across all vertical market segments, including legal, healthcare, city and state government, education and financial services," said Matt Ridenour, managing partner at Momentum Venture Management and chairman of Sendio's Board of Directors. "Our focus now is on helping our resellers grow their sales pipelines and capturing market share from obsolete anti-spam filtering products. Kevin has experience building global sales and service organizations, and produced outstanding results for us in 2007. His promotion to CEO will allow us to pursue our objectives aggressively."

Prior to joining Sendio, Mr. Bowyer served as President and CEO of Cogent Global Services, an international sales outsourcing company focused on developing global sales/marketing strategies for early stage technology companies. Previously, he was President of US sales for Mitel Networks, where he dramatically increased year-over-year enterprise revenues leveraging channel partners. From 1984 to 2002, Bowyer held executive-level leadership positions at Nortel Networks, including president of worldwide enterprise professional services and group vice president for enterprise networks. He holds a bachelor's degree from the University of Windsor (Ontario), and also completed the Executive Leadership Program in International Marketing at Columbia University.

Sendio's I.C.E. Box is a stand-alone email security appliance that controls both the inbound and outbound flow of email messages. Incoming communications from known senders are authenticated, scanned for viruses and then delivered immediately to the appropriate inboxes. email from previously unknown senders is "challenged" to verify that the sender is not an automated spam generator sending messages anonymously. Only legitimate email is forwarded on to the Exchange server. Similarly, outbound messages are checked to ensure that no "malware" is being sent inadvertently to other businesses. The I.C.E. Box scales from hundreds of users to tens of thousands, and can process email in any language.

About Sendio, Inc.

Sendio, Inc. is the developer of revolutionary email integrity products supporting enterprises that depend on email as a key tool for collaboration between employees, customers and partners. The Sendio® I.C.E. Box services appliance blocks 100% of spam with zero "false positive" lost messages, allowing businesses to have complete trust in their email communications. It was named the "Best of the Best" product of the year by *Government Computer News*. Sendio was founded in 2004 and is based in Irvine, Calif. More information can be found at www.sendio.com.

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