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Don Valley North Automotive Group Eliminates Spam eMails with Sendio

- Canadian Toyota/Lexus dealer group replaced anti-spam filter with award-winning messaging integrity appliance -

IRVINE, Calif. – March 5, 2008 – Sendio, Inc. (www.sendio.com), 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 Don Valley North Automotive Group (www.dvnl.com), a family of Toyota and Lexus dealerships in Canada, has deployed its revolutionary I.C.E. Box and is now eliminating nearly 200,000 unwanted messages each week after its previous spam filter failed to stop more than 12 million emails a year. Mobilizz, a Toronto-based technology reseller, managed the installation and deployment.

Don Valley North Automotive Group has 430 employees at its dealerships in the Greater Toronto Area. Despite having an anti-spam filter in place, about 10 percent of unwanted messages were still making it into users' email inboxes. After installing the Sendio I.C.E. Box - which uses Sender Address Verification (SAV) to validate that emails are coming from legitimate senders - the amount of spam dropped to zero. In addition, the Sendio system eliminated false positives, meaning that legitimate emails are not misidentified as spam.

Sendio CEO Kevin Bowyer says that, "email is supposed to enhance productivity, but the unfortunate reality is that a crush of unwanted messages has actually made life *more* difficult for people who rely on the Internet to communicate. Don Valley North Automotive Group is using our product to reclaim its email, reduce costs and improve efficiency."

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 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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