



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

Leading Hotels of the World Stops Spam with Sendio

- Global Hospitality Leader Eliminates the Need to Have Two Help-Desk Staffers Manage Unwanted Messages -

IRVINE, Calif. – February 29, 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 New York-based **Leading Hotels of the World, Ltd.** (www.lhw.com), a prestigious luxury hospitality organization representing 430 of the world's finest hotels, resorts and spas, has used the Sendio I.C.E. Box to eliminate 100% of unwanted emails in its corporate headquarters. Previously, the group's 130 employees each received 15-20 spam and other junk mails every day.

Describing the impact on his environment, George Lee, the company's Director of IT said, "Before we implemented the Sendio solution we had two help-desk personnel who spent about a third of their time looking for false positives and trying to deal with spam. Because we no longer have a spam problem, we were able to free them up to perform other tasks. We don't even think about spam anymore."

"Until last summer we had another solution in place, but it didn't work very well," stated Lee. "We were still getting a lot of spam messages and viruses, and a lot of legitimate messages were getting sent into the spam folder based on certain keywords. Even worse was when some clever spammers stole our domain name and used it to send out bogus messages. We needed a change, and after looking at Sendio, IronPort and Proofpoint, we elected to go with Sendio." Lee explains that the main basis for his choice was the fact that Sendio does not rely on keywords to block unwanted emails. "The other systems are better known, but we liked Sendio's approach of validating senders rather than guessing which messages were legitimate."

Kevin Bowyer, CEO of Sendio, commented that "Leading Hotels of the World is a hospitality brand that promises the best in customer service. If their employees waste time with unwanted email, it is inefficient, but if they lose even *one* legitimate email message and disappoint a potential guest, it could be a disaster. We are proud that LHW chose our I.C.E. Box over some well-known competitors, and it supports our conviction that attempting to simply filter email using keywords and patterns is an obsolete concept. That we also allow valuable IT resources to be used for more productive projects is simply an added benefit."

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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