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Sendio Expands Partners Program to Manage Rapid Growth

- Resellers and Consultants Provide Expertise and Participate in Ongoing Revenue Stream -

IRVINE, Calif. – April 2, 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 introduced an expanded Partners Program to help IT resellers and consultants meet the demands for reliable communications. As more companies realize that “filtering” products which use content scanning technology are failing to keep up with escalating Internet-based attacks, they are turning to Sendio’s sender verification and authentication products for real solutions. Sendio, which sells its I.C.E. Box line of email integrity services appliances via resellers around the world, has responded with an enhanced channel marketing program focused on training, customer support and lead generation.

Kevin Bowyer, CEO of Sendio, describes the Partners Program as “critical for managing the rapid growth that Sendio is experiencing.” He stated that “Sendio’s strategy is to invest our resources in product development and operations, and then partner with our resellers for marketing and customer support. Resellers leverage their expertise in solutions integration and local relationship management, and receive an on-going income stream from the Sendio services subscription model.”

Joe Heinzen, President of e-Convergence Solutions, a national technology distributor that works with VARs and systems integrators, providing them with leading IM, security, storage, compliance, collaboration and convergence solutions, says that “Sendio has an excellent product that is perfectly suited to the reseller market because it meets a critical need for companies and organizations of all sizes. Their partner program provides an excellent incentive for resellers to make the I.C.E. Box a core component of their catalogues.”

Aaron Biehl, President of systems integrator Dempsey Bluevar, says, “Sendio has become a key strategic partner in our business. Last year we were actively looking for solutions around email integrity, and the Sendio solution has gone beyond what was advertised. From a reseller perspective, Sendio has met or exceeded requirements for a good partnership.”

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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