



eNewsletter Pro™, Version 2.0



Newsletter Management and Distribution Software Standard and Enterprise Editions

eNewsletter Pro™ is newsletter software for managing and distributing HTML or Text formatted newsletters via email. With full tracking capabilities built-in for analyzing view rates and clicks, eNewsletter Pro is the perfect choice for organizations looking to run their own email marketing solution without relying on 3rd party services.

FEATURES

Statistics Tracking and Reporting

- Views, open rates, and clicks can be tracked by each newsletter campaign.
- Views, open rates, and clicks can be tracked by newsletter subscriber.
- Clicks can also be tracked by individual links.

Demographic Targeting

- Option to collect up to 10 demographic parameters from subscribers.
- Newsletters can be targeted based on demographics (e.g. gender focused).

Mail Client Support

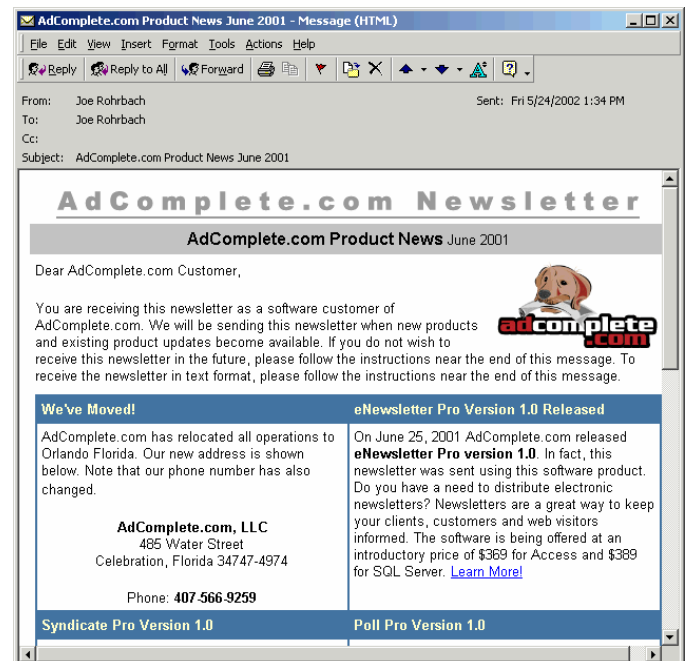
- Support for all major mail clients is built-in.
- Specific newsletters can be delivered to AOL subscribers.
- Supported formats include Text, HTML, and AOL Rich Text.
- Option to deliver a multi-part MIME messages (mail client decides whether HTML or plain text is displayed).

High-Speed Delivery

- High-speed mail delivery system supports 64 simultaneous connections.
- Delivery of up to 500,000 messages per hour in optimized environment.

Bounced Message Tracking / Bad Address Filtering

- Bounced email addresses are automatically tracked.
- Bad addresses can be deleted after a specific bounce threshold.



Multi-User Application

- Supports from 5 to 100 users.
- Users manage their own separate newsletter and subscriber lists.
- Release approval of individual user mailings can be required by Administrator.
- User capacity can be easily increased with a simple software license upgrade.

Scheduled Newsletter Delivery

- Newsletter delivery is scheduled by the hour.
- Delivery can be scheduled up to 60 days in advance.

Supports Up to 1 Million Subscribers

- Licensing starts at 50,000 subscribers and goes up to 1 million subscribers.
- Number of subscribers is upgradeable via simple software license upgrade.

Easy Opt-In/Opt-Out Process

- Automatic creation of opt-in subscription forms for placement on your web site.
- Automated inclusion of opt-out link in newsletters.

Advanced Importing/Exporting Functions

- Imports existing subscriber lists from Access, Excel, & comma delimited text files.
- Imports from any ODBC compliant database including Oracle and SQL Server.
- Subscriber and demographic data can be exported to Excel for analysis.

Confirmed Opt-In System

- Uses confirmed opt-in by email to verify the subscriber's email address.
- Confirmed opt-in prevents people from subscribing others without consent.

Newsletter Customization

- Option to add fields, such as your subscriber's name and collected demographic information, to your newsletters (e.g. "Dear Mr. Doe,").
- Supports HTML and TEXT newsletters.
- Supports file attachments to HTML messages.
- Includes option to include a "Forward to a Friend" link in newsletters.

List Management Options

- Option to send notification to administrator when a person subscribes and/or opts out.
- Option to remove a bulk list of email addresses.
- Lists can be designated as public or private. Private lists are not available to subscribers and typically for internal use or private mailings.
- Option to track un-subscribers to prevent re-importing a subscriber who has opted out in the past. Subscribers can be filtered against the opt-out list.
- Option to email most recent newsletter or a specific newsletter after a confirmed opt-in.

Other Considerations

- Installation and technical support offered without charge.
- Easy-to-use, intuitive HTML interface allows you and your employees to administer and use the product from any location with web access.
- Increased control and security of valuable and proprietary subscriber email lists.

SYSTEM REQUIREMENTS

eNewsletter Pro™ was developed exclusively for web sites hosted on the Windows NT/2000 Server platform.

Minimum requirements

- Windows NT 4 Server (SP6a) or Windows 2000 Server with Administrator level access.
- MDAC 2.5 or higher.
- SQL Server 7 (SP2 or higher) or SQL Server 2000.

The **eNewsletter Pro Enterprise Edition™** also requires the installation of several DLL's and EXE's for managing the delivery and bounced email address filtering.

About AdComplete

Founded in 1999, AdComplete.com, LLC is an ISV specializing in the development and direct sales of online advertising software solutions. As of May, 2002, our products were in use by over 1500 customers worldwide.

Contact Information

AdComplete.com, LLC
1065 Nash Drive
Celebration, Florida 34747-4310

Product Website

www.enevletterpro.com

Company Website

www.adcomplete.com

Sales Questions

sales@adcomplete.com

407-566-9259 (Mon-Fri, 9am-6:30pm EST)

Enterprise Edition License Pricing

| | -----Subscribers----- | | | | |
|-------|-----------------------|---------|---------|---------|-----------|
| Users | 50,000 | 100,000 | 250,000 | 500,000 | 1,000,000 |
| 5 | \$625 | \$1,125 | \$2,500 | \$4,625 | \$8,100 |
| 10 | \$750 | \$1,225 | \$2,625 | \$4,725 | \$8,200 |
| 25 | \$1,125 | \$1,600 | \$2,975 | \$5,075 | \$8,500 |
| 50 | \$1,750 | \$2,225 | \$3,575 | \$5,625 | \$9,000 |
| 100 | \$2,975 | \$3,450 | \$4,750 | \$6,750 | \$10,000 |

Standard Edition License Pricing

- MS Access, \$369
- SQL Server 7 or SQL 2000, \$389