



## The First In-House Media Network Is in the Mail

### Advertising Over Email™ Technology Transforms Your Existing Email Infrastructure into a New Form of Interactive Media.

Introducing a completely new and unique email technology that has just now become available. eStationer's Advertising Over Email (AOE) centrally processes all of a company's email to produce thousands of valuable interactive ad impressions inside of company-branded, high-quality electronic letterhead. Every email the company sends out now becomes another opportunity for positive corporate identification and a powerful vehicle to deliver targeted interactive messages. Since AOE runs over existing email, this new media is company owned and controlled, rendering significant new value to the enterprise.

#### eStationer's Advertising Over Email™ (AOE)

- Master Control
- A Valuable New Asset
- The First In-House Media Network
- Centralized Email Management
- Nothing but Quality
- More Than Meets the Eye

### eStationer Manager **Master Control**

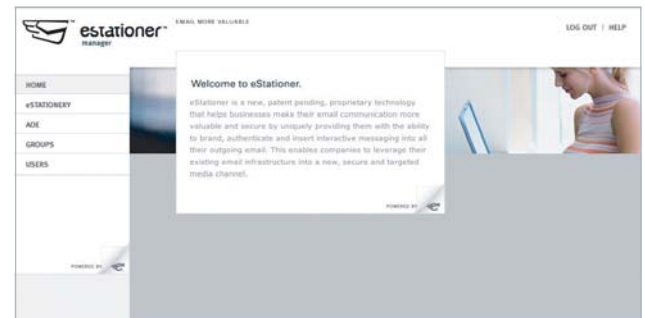
This server-based technology affords the company central management and control of the design and corporate messaging of all email communication it services and of *all* AOE inventory it creates. A simple yet powerful web interface, eStationer Manager allows the System Administrator and Marketing Communications Professional to centrally store, assign and manage vast numbers of eStationery templates and interactive ad campaigns.

### For The Company **A Valuable New Asset**

*Valuable Interactive Advertising Inventory* AOE produces thousands of high value, interactive advertising impressions in the course of an average work day. Each of these impressions has a real market value as compared to other in-market online advertising. Considering these current values and the average number of emails each company user sends out, it is conservatively estimated that each user going through eStationer produces approximately \$66.00 in new company value annually.

#### *Thousands of New, Positive Brand Contacts*

Less quantifiable but of real value is that now every one of the thousands of company emails will be contained within a consistent, high quality corporate identity. As with the AOE inventory, this eStationer branded email will produce millions of positive corporate impressions where none existed before. Assuming that these impressions are arguably worth just a third of AOE inventory value, they will produce approximately \$22.00 in additional, new company annual value per user.



**AOE  
Impression**

**Individual  
Personalization**

**Corporate  
Letterhead**



eStationer, llc.

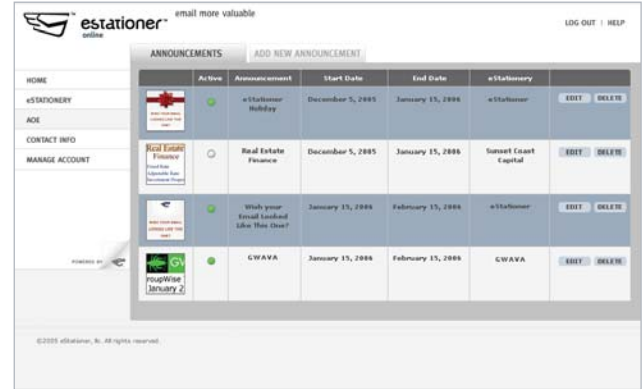
**eStationer Sales**  
866.498.0829 voice  
954.727.5204 fax

Boston | Miami | San Diego



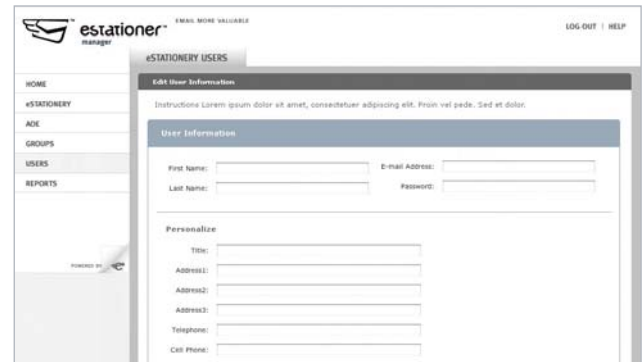
## For The Marketing Professional **The First In-House Media Network**

For the first time ever, Marketing Professionals can literally sit at their desktop computer and create far reaching and powerful interactive advertising campaigns on-the-fly. The in-house AOE network provides the tools to upload, store and execute a limitless number of advertising campaigns, both external and internal across the company's email. Segment and target based on an infinite number of predetermined groups. Measure effectiveness and hone campaigns using the included reports. This is valuable, smart advertising inventory, and it's all yours to use or sell.



## For The IT Professional **Centralized Email Management**

The IT Professional now has the tools to securely and centrally control the function, look and feel of all company email. This eliminates the need for provisioning each individual PC, reduces IT involvement and requires no end-user training. IT can upload unlimited versions of eStationery and assign it based on an infinite number of parameters, including geography, division and department among many others. In addition, each eStationery can be personalized to contain the user's specific contact information.



## For The User **Nothing But Quality**

For eStationer end-user's there is nothing to do but send out their email and enjoy the high quality environment that each and every one of their messages arrives in. No training, no downloading and no installation. eStationer even formats the body of their message into pre-approved company fonts for a clean, custom look.



## The Differences & Superiority of eStationer vs. HTML Templates

Let's take a side by side look as to why eStationer is vastly superior to locally installed HTML Templates.

| Advantage   | eStationer | HTML Email Template |
|---|------------|---------------------|
| Send email using company letterhead templates   | ●          | ●                   |
| Insert interactive advertising into all outgoing mail on a scalable basis                                   | ●          |                     |
| Format all replies and forwards into company eStationery letterhead   | ●          |                     |
| Format emails sent by phone or PDA into company eStationery letterhead                                      | ●          |                     |
| Automatically personalize each outgoing mail based on each individual sender's personal contact information | ●          |                     |
| Change predetermined section of all or part of company-wide eStationery on-the-fly                          | ●          |                     |
| Centrally store, assign and control all company eStationery for all users requiring zero local installation | ●          |                     |
| Achieve email multi-system compatibility across the company   | ●          |                     |
| Require zero end-user training or involvement   | ●          |                     |