

# **ASTRASYNC FIRST TO BRING ACTIVESYNC TO BLACKBERRY SMARTPHONES**

## ***NEW BLACKBERRY CLIENT SOFTWARE WORKS WITH EXCHANGE 2007 AND MAILSITE FUSION 9 FOR OVER-THE-AIR PUSH SYNCHRONIZATION OF EMAIL, CALENDAR AND CONTACTS***

**Campbell, CA – October 28, 2008** – MailSite Software, Inc. announces AstraSync, the industry's first and only ActiveSync software client for BlackBerry smartphones. AstraSync is a small software application for BlackBerry smartphones that can be quickly downloaded over-the-air. AstraSync delivers the same ActiveSync functionality to BlackBerry smartphones that is built-in to the new Apple iPhone 3G.

AstraSync provides a simple configuration wizard for the username, password and address of the ActiveSync server. After the initial configuration, AstraSync runs silently in the background on the BlackBerry and synchronizes the user's email, calendar and contacts through a secure HTTP connection to the ActiveSync server. Updates on the server are immediately pushed over-the-air to the BlackBerry through ActiveSync DirectPush. Changes on the BlackBerry are pushed back up to the ActiveSync server. AstraSync integrates with the native calendar and contact applications on the BlackBerry so users do not need to learn how to use a new interface.

AstraSync works without the BlackBerry Internet Service and the BlackBerry Enterprise Server. This removes additional complexity, making it easier for enterprises and hosting providers to deploy BlackBerry smartphones in a heterogeneous environment alongside Windows Mobile and iPhone devices. With AstraSync, users no longer need to pay \$10 per month for hosted BlackBerry Enterprise Server. Furthermore, users can subscribe to the carrier's BlackBerry Personal plan rather than the BlackBerry Enterprise plan, saving an additional \$10 per month.

"Adoption of mobile push email, calendar and contacts is just beginning to take-off," said David Ferris of Ferris Research. "AstraSync extends the market opportunity for BlackBerry smartphones beyond large enterprises into the hosting market and the small business market."

"AstraSync is an incredibly smart program, allowing our employees to connect their BlackBerry smartphones directly to our MailSite server" says Andre Gueziec, CEO of BeatTheTraffic.com, the fastest-growing provider of vehicle traffic reporting solutions for broadcast media.

"We are seeing tremendous interest in our new AstraSync product with hosting providers and enterprises of all sizes," said John Davies, President and CEO of MailSite Software, Inc. "AstraSync makes it possible for businesses to support BlackBerry devices with a significantly simplified architecture - thereby saving money and improving reliability," continued Davies.

AstraSync is available today at an introductory price of \$49 per user per year. For more information visit: <http://www.AstraSync.com>

### **About MailSite Software, Inc.**

MailSite Software, Inc. has been providing secure email, calendar and contact server software for carriers, telecoms, hosting providers, service providers, enterprises and small businesses worldwide since 1995. MailSite Software is based in California's Silicon Valley with European offices in London and Edinburgh, UK. MailSite Software has more than 2,500 customers hosting more than 10 million mailboxes worldwide. These include service providers such as AT&T, Verizon, eChalk, KOC and NetOne; enterprises such as Teleflora, Encyclopædia Britannica, and MediaNews Group. MailSite Software partners include J2 Global Communications, Enigma Health, Rockwell Collins, Kaspersky and Mailshell. For more information visit: <http://www.mailsite.com>.

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