

For more information contact:

Rockliffe Systems Inc.

John Davies
408-554-0766
jgd@rockliffe.com

Shotwell Public Relations, Inc.

Jay Shotwell
408-530-8081
jay@shotwellpr.com

CoolEmail.com, Inc.

Robert Newman
Founder and Chief Technology Officer
847-835-6701
bobby@CoolEmail.com

**COOLEMAIL APPLICATION SERVICE PROVIDER
CHOOSES ROCKLIFFE MAILSITE FOR
SCALABLE EMAIL-BY-PHONE**

Over half a million accounts on one NT server

San Jose, California—February 15, 2000---Rockliffe, a leading developer of Windows NT/2000-based Internet email server software, today announced MailSite version 4, enabling CoolEmail to expand its service by 400 percent.

CoolEmail chose Rockliffe MailSite as the only affordable email solution that would scale sufficiently on Windows NT to cope with their phenomenal service expansion. "Rockliffe MailSite has coped effortlessly with our growth rate that has taken us to over 700,000 members in less than six months," said Robert Newman, founder and CTO of CoolEmail.com. "MailSite's stability and speed also allows us to run over half a million active mailboxes on just one NT server," he continued. "I don't know of anyone who can beat that ability to scale!"

Rockliffe MailSite provides scalable email solution for CoolEmail Page 2

Given the anticipated demand for CoolEmail's services, scale and reliability were Newman's main concerns. "Rockliffe MailSite has been the best choice for us," said Newman. "It runs with our SQL Server database flawlessly, and has minimized our down-time. When you are registering up to 100,000 new members a month, server crashes can lose you thousands of on-line registrations which we just can't afford. MailSite's robustness gave us the confidence to market CoolEmail very aggressively."

"The only solutions I found that would scale to the same degree were UNIX-based", said Newman, "but prices were starting at around \$5 per mailbox, which was not an option for a subscription-free service provider like CoolEmail. Less scalable NT-based software was slightly more affordable but would have required buying larger premises to accommodate the additional servers that we would have had to buy."

"We also wanted to enjoy the lower set-up and support costs of NT, and we felt that it would be easier to merge speech recognition, speech synthesis, message delivery, telephony, web, wireless access, and security solutions with NT. Rockliffe's first-class after-sale service and support has been a tremendous help in this respect," Newman concluded.

Rockliffe MailSite mail server software is IMAP and POP Internet standards-based, which helped CoolEmail attract both Internet and email-based users. From an IMAP server, CoolEmail users could get email from any web browser, such as Internet Explorer or Netscape Navigator. From POP3 servers, CoolEmail is available through various existing mail clients such as Eudora, Outlook, Outlook Express and Lotus Notes.

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With Rockliffe MailSite's multiple domain support and remote administration functions, CoolEmail is often chosen as a corporate email alternative. CoolEmail can automatically forward messages using MailSite's domain name alias function, removing the need to change business cards and letterhead.

John Davies, President and CEO of Rockliffe, worked with CoolEmail on the evaluation and implementation of MailSite. "CoolEmail is a very efficient tool for business as well as personal communications," he said. "We knew that CoolEmail would grow quickly and continue growing, so the ability to scale – *and scale dynamically* - was really the most crucial element for CoolEmail to establish brand loyalty and reliance on the service."

From the company's inception in 1995, Rockliffe has led the market in developing and delivering compact and efficient Windows-based messaging solutions. Rockliffe has email solutions for email service providers of any size and budget. MailSite Workgroup supports up to 500 mailboxes and 10 mail lists, and costs just \$495. MailSite DataCenter is an industrial strength email server that scales up to millions of users per cluster. All versions include MailSite Express, an extremely fast and easily brandable web-based email client.

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