



## KEY BENEFITS

### Unparalleled Accuracy

Cloudmark blocks over 98% of spam, phishing, and virus attacks with near-zero false positives within moments of the launch of an attack.

### Real-time Response

Cloudmark stops messaging abuse in real time. Human feedback is automatically analyzed, and attacks are stopped within moments of their launch.

### Uniquely Blocks Phishing Attacks

Real-time reputation data derived from trusted feedback forms a highly effective defense against short-lived phishing attacks.

### Real-time Human Feedback

Only Cloudmark has the ability to block new spam and phishing outbreaks within 20 seconds to 3 minutes of origin to safeguard end-user mailboxes.

### Puts Users in Control

Users simply press the Block Spam or Block Fraud button on their toolbar in the event that a spam or phishing email slips through.

### Statistics

Statistics summarize activity throughout the Cloudmark network. They show how much spam and phishing activity is occurring and how much is being blocked by Cloudmark.

“Cloudmark rocks! I actually changed my first email address before I found Cloudmark because I received so much spam. Then when they...found my new email address...a friend recommended your product (free download) and as they say the rest is history – or should I say SPAM is history. Cloudmark rocks! Thank you so much for making life great without spam central.”

-Charles L

## Say Goodbye to Spam, Phishing, and Email-Borne Viruses for Microsoft Outlook and Outlook Express.

Cloudmark Desktop™ delivers comprehensive anti-spam, anti-phishing, and anti-virus protection for Microsoft Outlook and Outlook Express, and transforms email protection by making it simple, effective, and secure.

Cloudmark Desktop™ is an add-on module that integrates spam and fraud-blocking features into your regular email client, giving you the power to filter your email so that you only receive legitimate messages.

### THE CLOUDMARK ADVANTAGE

The Cloudmark Global Threat Network™ (CGTN) is a community of 100 million users in 163 countries processing billions of messages a day. Real-time human feedback submitted into the CGTN is analyzed automatically to block attacks, typically within a minute of origin. Attacks are also stopped in zero time—before any feedback is reported—when attackers employ existing techniques or re-use message attributes that have been fingerprinted by the CGTN.

### SIMPLE

Installs in minutes and requires no configuration.

### EFFECTIVE

Consistently recognized as the most accurate desktop anti-spam solution.

### SECURE

Delivers real-time protection from spam and email-borne virus attacks.

### AWARD WINNING

Consistently recognized by PC World and PC Magazine as best in its class.



### ANTI-SPAM

Cloudmark’s solution is the fastest to respond to changes in the spammers techniques - ensuring that it blocks the majority of existing and new attacks while also minimizing the blocking of legitimate email.

### ANTI-PHISHING

With the largest phishing intelligence network in the industry, Cloudmark Desktop is uniquely architected to protect users from phishing attacks and to stop threats more rapidly than others.

### ANTI-VIRUS

Cloudmark provides the first line of defense against email-borne viruses. New threats are typically identified and filtered within a minute of first appearing in the CGTN. Your inbox is immediately protected, and virus threats are blocked before they can create damage or disruption.

## FREE 15-DAY NO RISK TRIAL

Download now for instant protection and to test drive cloudmark desktop.  
[www.cloudmark.com/desktop/download](http://www.cloudmark.com/desktop/download)

## WORKS WITH YOUR CURRENT EMAIL ACCOUNT

Cloudmark Desktop is compatible with all email services that can be used with Outlook or Outlook Express, including:

- IMAP
- POP3
- SSL POP3 (Microsoft Outlook only)
- Microsoft Exchange (Microsoft Outlook only)
- Gmail using SSL POP3 (Microsoft Outlook only)
- MSN/Hotmail using HTTP, or Hotmail Plus using POP3 or HTTP
- Yahoo! Mail Plus using POP3

"I have to tell you this is a great idea that should have been done long ago. This procedure should be the model for every other spam blocking program there is..."

- Craig W.

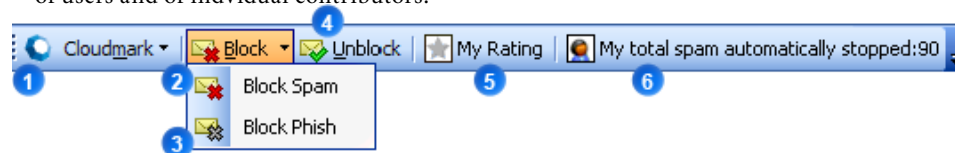


Messaging Anti-Abuse Working Group



### WHAT IT IS

1. The Cloudmark menu enables users to access the online tutorial, Cloudmark Technical Support, and My Cloudmark to manage their personal accounts.
2. If a spam email slips through, users simply click the Block Spam button to delete it from their Inbox.
3. If a fraudulent/phishing email slips through, users simply click the Block Phish button to delete it from their Inbox.
4. Users can press the Unblock button in the unlikely event that a mass mailing or newsletter ends up in their spam folder.
5. My Rating is based on the timeline and accuracy of user contributions to the Cloudmark Network using the Block and Unblock buttons.
6. Spam-fighting statistics highlight the power of Cloudmark's fast-growing network of users and of individual contributors.



### WHO IT'S FOR

Small business and home office.

### HOW IT WORKS

1. An unknown email message arrives at your computer.
2. Cloudmark Desktop calculates the message's "fingerprints" and sends the message fingerprints to Cloudmark.
3. Cloudmark compares the message's fingerprints with those of messages that other users have blocked as spam or phishing.
4. If the message's fingerprints do not match any known spam or phishing fingerprints, Cloudmark delivers the message to your Inbox.
5. If the message's fingerprints match those of messages already known to be spam or phishing, Cloudmark moves it to your spam folder.

But not all users in the network are equal. When you use Cloudmark Desktop, you earn a rating that indicates your effectiveness as a spam fighter. Highly-rated users have more influence in the network than low-rated users, protecting the accuracy of Cloudmark Desktop for all users.



For more information visit us at [www.cloudmark.com/desktop](http://www.cloudmark.com/desktop)

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