



PRESS RELEASE

GMTV Adopts Anti-spam Solution from Cloudmark to Safeguard Rapid Reporting

Accurate Real-time Spam Prevention Saves UK's Leading Breakfast Broadcaster Time, Money; Prevents Missed Communications

SAN FRANCISCO, April 25, 2006—GMTV, the UK's most popular morning broadcaster, has adopted messaging security technology from Cloudmark, Inc. to effectively combat spam and phishing attacks that waste time, drain IT resources and delay response to vital news leads. The broadcasting company reports that the Cloudmark Server Edition (CSE) for Exchange delivered speed, savings and improved accuracy "out of the box."

The UK's biggest breakfast broadcaster, GMTV's network fields some 9,000 email messages per day. Prior to installing CSE, some users reported that spam constituted nearly a third of all messages received with its existing anti-virus/spam solution failing to stop about half. Additionally, GMTV had to contend with the inaccuracies of the solution, losing potential leads and having to invest IT staff time in retrieving legitimate emails falsely identified as spam.

"Our conventional spam system would quarantine mail that was valid, causing a delay in our journalists' ability to respond to breaking news in real time," says GMTV's Chief Engineer Geoff Wright. "This has not proved to be a problem with Cloudmark at all. It's a rare product that does what it claims and as a bonus works straight out the box. You don't have to train on it or wait for it to learn the system like other products."

Moore Secure IT, trusted specialists helping enterprises and service providers devise messaging security strategies, led GMTV to Cloudmark's highly effective solution. Prior to deployment at GMTV, Wright trialed a desktop version of Cloudmark's secure messaging solution at home and notes, "The desktop demo literally stopped spam overnight. When we installed the server version in the office, it did exactly the same thing with no complex configurations."

The Cloudmark solution was installed March 27th 2006 and now provides a first line of defense for GMTV's Microsoft Exchange server. By delivering industry-leading accuracy and the fewest number of "false positives," CSE instantaneously delivered productivity gains to GMTV's staff, protecting their 500 mailboxes. Besides vastly reducing the number of unwanted emails delivered to employees, the Cloudmark solution helped speed and simplify user access to quarantined emails, thereby minimizing the burden on the IT department that previously had to find and release desired messages.

The Cloudmark Server Edition installs easily, with no requirement for training or management of rules, whitelists or blacklists. Expanded fingerprinting algorithms and scanning ability protect employees from rapidly morphing messaging threats, providing the most powerful first line of defense against virus attacks. Cloudmark's language-agnostic solution keeps corporate mailboxes free of messaging abuse launched from anywhere in the world. Reporting capabilities allow administrators to track how well the system is performing for their users.

About Moore Secure IT

London based Moore Secure IT specializes in solutions to protect businesses from the growing threat of spam and phishing. Following extensive product review, Moore Secure IT is proud to partner with Cloudmark and Mayflower to provide the most effective solutions available. For more information, visit www.MooreSecureIT.com

About GMTV

GMTV is the UK's biggest breakfast broadcaster, attracting an average daily audience of 6 million viewers. Launched in 1993, the programme airs between 6am-9.25am, 365 days a year, with its award winning mix of news, views, interviews and entertainment making it viewers' favourite. For more information, visit www.GM.TV

About Cloudmark

Cloudmark® delivers the industry's only secure messaging solution that combines sophisticated technology with the feedback of millions of trusted users, from over 160 countries. This collaborative approach forms the platform for Cloudmark's award-winning software products and services which provides critical real-time protection from messaging threats such as spam, phishing and fraud for individuals, small businesses, large enterprises and service providers. For more information about Cloudmark, visit <http://www.cloudmark.com>.

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