

## PRERELEASE: SpamLion v2.0 to add "Passive" Validation

### SpamLion is the Solution to the Spam Problem.

SpamLion uses the latest in Sender Validation technology, to make spam a thing of the past.

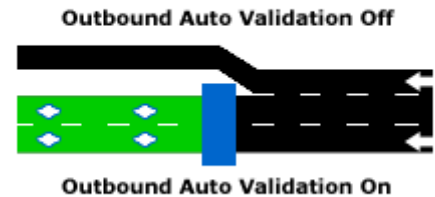
The SpamLion Anti-Spam Gateway uses an automated White list, Outbound Auto Validation for learning who you send e-mail to, and several innovative address verification processes to stop 100%<sup>1</sup> of all spam.

### How SpamLion Works.

Its first line of defense ensures you only receive e-mail from sources with active return addresses. E-mail messages from Previously Validated Addresses (senders already on the white list) are delivered straight away. SpamLion then blocks e-mail messages to and from non-existent<sup>2</sup> addresses. On average, this alone blocks over 85% of all spam, with **zero false-positives**<sup>3</sup>.

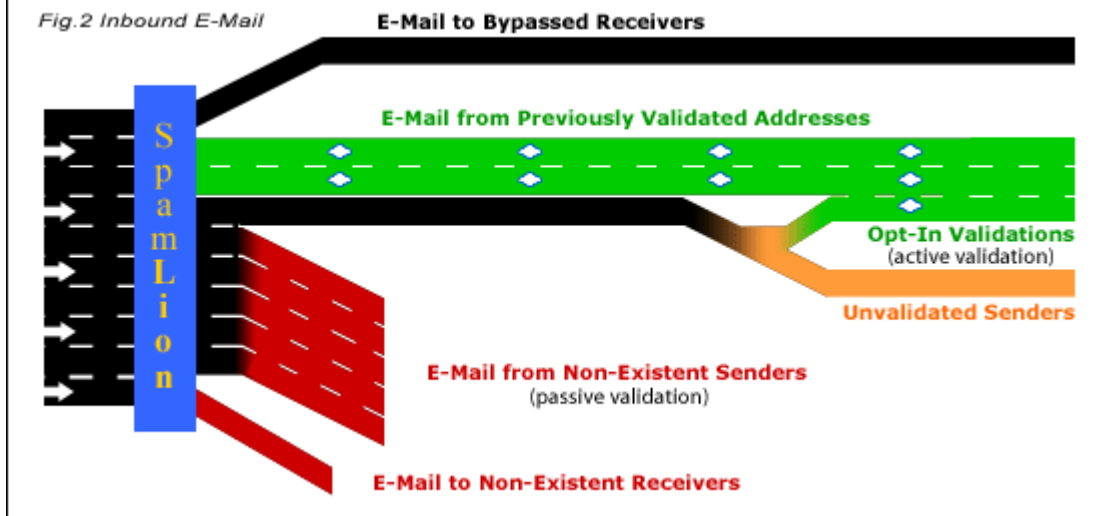
#### Sender Validation Process

Fig.1 Outbound E-Mail



#### Sender Validation Process

Fig.2 Inbound E-Mail



Another optional line of defense uses the widely accepted **Opt-In**<sup>4</sup> process, offering those with active return addresses the ability to use a simple one-click URL in order to be validated on your company's private White list.

Administrators can use this additional protection setting to stop virtually all spam. With typical White list

systems being "black and white" solutions, SpamLion's enhancements to the simple concept offer a variety of protection levels to suit each person's unique anti-spam needs within your business. Even if you have a good anti-spam solution currently in place, this great system is worth a closer look.

<sup>1</sup>**Practically 100%** - Having processed millions of e-mails over the years, SpamLion's patented Opt-In process has let less than 1 in 10,000 spam messages through. Being 99.99% effective, it's not only near perfect, but also from 200 to over 1,000 times better than competing anti-spam systems.

<sup>2</sup>**Non-Existent Addresses** - The return (x-Sender: or From:) address on an e-mail is considered **non-existent** if you can't send mail back to it (because it's not a working mailbox). SpamLion's patented processes go beyond the simple test of seeing if the e-mail can be sent to another mail server to also ensuring delivery at the mailbox level with total compatibility.

<sup>3</sup>**False-Positives** - When a non-spam e-mail is improperly held, it is considered to be a *False-Positive*. To have **zero** false-positives, the anti-spam system can't withhold even one legitimate e-mail, which includes automated eCommerce receipts. SpamLion's innovations enable it to be the first to claim this ability, while still maintaining a superior level of spam isolation.

<sup>4</sup>**Opt-In** - Although similar in effectiveness, this is **not** the tedious *Challenge/Response* process many "newcomers" to the anti-spam industry are trying to push, but rather it is just the **classic encoded URL** used since the early 90's. Encrypted/Encoded URL's have been common practice for decades to simplify new account sign-up, newsletter subscription, and even one-click-logins. It's just as effective as Challenge/Response, but without the added complexity, cost, subscription, or user hassle. More importantly, these newcomer Challenge/Response systems have a very high false-positive rate - placing all desirable automated e-mail in the same bucket as the spam. SpamLion, on the other hand, uses proven practices rather than the latest gimmicks.

**Features** - a near 100% reduction in the reception of undesirable messages.

- Supports all e-mail servers (Lotus Notes, GroupWise, Exchange, Netscape, Oracle), regardless of host operating system.
- Continue to use your favorite email program, Outlook, Outlook Express, Eudora, Netscape Mail, etc. - no SpamLion client to install on your computer and maintain.
- Intuitive User and Administrator Interfaces are browser-based and compatible with all published web browser versions such as Internet Explorer, Netscape, Mozilla. Access uses SpamLion's unique "One-Click-Login" (OCL) so there is no user id or password to maintain or remember - the secure OCL method does not require any administration.
- Automatic operation - validates Senders, when you send mail to people you know and creates Receivers, the people with mailboxes in your protected domain.
- Registration is automatic - does not disturb the mailbox owner to accept registration requests. Senders are validated using a "one-click", secure Internet registration or by an e-mail reply.
- The e-mail Registration Request message is personalized with templates that are provided to get you started quickly.
- Manages multiple aliased recipients through Global Address List Synchronization (GALSync) with Exchange Server and other platforms. SpamLion will send Non Delivery Reports (NDR) on behalf of the protected mail server.
- Multiple domains may be included in a single license for a single corporate entity - SpamLion will bypass any un-protected (un-licensed) mail domains in an aliased or multi-domain corporation.

**New!** - Re-engineered for faster processing: A single SpamLion is able to support 7,500 active, protected receivers and track 6 million mail messages on a single server. In tests, SpamLion is able to process 15,000 messages an hour, with a 20% CPU utilization on a 2.4Ghz Pentium4.

**User** - an easy, one-click-logon (OCL) through a web browser manages Quarantine and Trash.

- A user may change the status of their protection to "bypass" and back again to "protect" at their own discretion.
- Messages that are not validated by the sender remain in quarantine and are available for examination and disposition by the User through Quarantine Management. SpamLion notifies the user with an e-mail reminder of the number of new messages quarantined since the last visit. The user sets the Quarantine reminder notification interval.
- Reminder Registration Requests will be sent to Quarantined Senders each time they send another message to the user.
- In Quarantine and Trash Management, users may choose to "Trash" a message, "Release" a quarantined message to their mailbox or "Validate" the sender and "Release" the message to their mailbox.

**New!** - Auto-Trash - Once a Quarantined message is sent to trash, messages that keep arriving from the same sender are automatically sent to Trash without intervention.

**New!** - Protection coverage may be set to Individual or Company allowing each user to follow validation set at the company level or implement personal validation for handling their messages separately. This is important when multiple receivers in the organization are on the same spammer's mail distribution list and a person within the organization wants to mark that sender as "Valid", when the others do not.

**New!** - A receiver may add a sender e-mail address or domain to their personal validated or blocked list through the new Sender Management page.

**New!** - Quarantine Notification interval, AutoTrash, Company/Individual Validation, and Protection Active/Bypassed controls may be selectively available to the user, at the Administrator's discretion, enabling a "centrally managed" deployment.

**Administrator** - manages system and user settings and monitors up to the moment message statistics.

Individual mailboxes may be bypassed at the Administrator or User's discretion.

Quarantine and Trash messages are automatically purged within the time interval set by the Administrator.

Database automatically compacted to reclaim disk space with the time interval set by the Administrator.

**New!** - Allow individuals to set their own preferences to block, validate or un-validate (if the Administrator enables this feature for users)

**New!** - Senders and/or Sender domains may be manually entered as "blocked" or "valid".

**New!** - A blocked announcement message to the Sender can be enabled and customized by the Administrator.

**New!** - Database and File system cleanup now are enhanced to automatically scavenge outdated Senders and Receivers.

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