



LISTSERV®

LISTSERV software sets the standard for managing electronic mailing lists, including email newsletters, announcement lists and discussion groups. LISTSERV is cost-effective and is recognized for its time-tested reliability, scalability and performance. It is the only software of its kind with built-in virus protection.

Build Relationships with Email Lists

Email lists are an ideal method of communicating with customers, employees and colleagues.

For example, email lists can be used to:

- ◆ Distribute **promotional offers** and **special discounts** to customers
- ◆ Send newsletters to build **customer loyalty**
- ◆ Send **targeted** and **personalized** messages by employing the power of your customer database
- ◆ Improve **communication** among your company's departments and employees

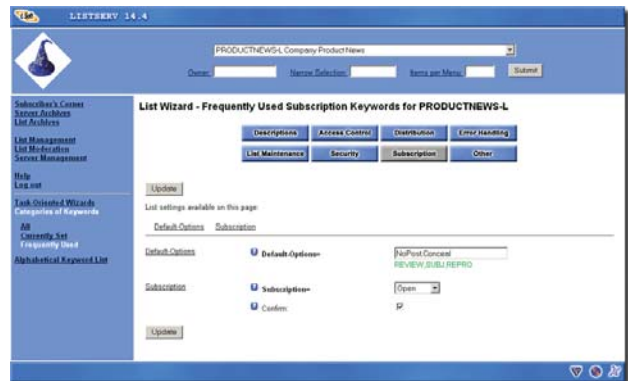
Email lists enable fast, global and economical group communication. With email lists, companies can quickly deliver thousands, even millions, of email messages for a fraction of the cost that other communication channels require.

Lists are typically configured for use in the following ways:

- ◆ **One-Way Distribution:** to send product announcements or monthly newsletters, for example
- ◆ **Discussion Lists:** to permit a large group or team to share information, or to provide a support forum
- ◆ **Database-Generated Lists:** to create personalized and targeted messages with the use of customer information stored in databases

Why LISTSERV?

Companies that demand technical efficiency appreciate LISTSERV's longstanding record of dependability and the results it delivers.



- ◆ **User-Friendly:** The Web interface simplifies email list and server site management, allowing administrators to control their lists from anywhere on the Internet.
- ◆ **Reliable:** LISTSERV was the first email list management software developed. With almost 20 years under its belt, LISTSERV is the most time-tested and reliable email list management software on the market.
- ◆ **Flexible:** LISTSERV allows for highly customized set-ups to suit specific needs. The Web interface can be fully customized to seamlessly blend with an existing Website or corporate look.
- ◆ **Scalable:** Thanks to LISTSERV's speed and power, expensive hardware is not required. LISTSERV performs well even in modest environments and allows for plenty of room for growth.
- ◆ **Secure:** LISTSERV is the only software of its kind with built-in virus protection. The system scans all messages for viruses before delivery.



LISTSERV Features

- ♦ **Supports All List Types:** LISTSERV supports all types of email lists, including one-way announcement lists and both moderated and unmoderated discussion groups.
- ♦ **Personalization:** LISTSERV allows personalized and targeted email messaging when integrated with a database.
- ♦ **Automatic Bounce Handling:** LISTSERV automatically takes care of virtually all email delivery errors, or bounces.
- ♦ **Searchable Web Archives:** LISTSERV automatically maintains searchable message archives.
- ♦ **Virus Protection:** LISTSERV is the only software of its kind with built-in virus protection. The system scans all messages for viruses before delivery.
- ♦ **Spam Control:** LISTSERV offers an integrated blacklist/whitelist system and is compatible with third-party spam filters, which can be used to prevent spam from reaching LISTSERV sites.

LISTSERV is available for Windows 2003/2000/XP; Unix: AIX (PowerPC), FreeBSD, HP-UX, Linux (32-bit Intel and S/390), Solaris (SPARC), Tru64; Mac OS X; OpenVMS (Alpha) and VM.

LISTSERV can connect with most ODBC-compliant (Windows) databases; Microsoft SQL Server; IBM DB2; and ORACLE.

The integrated F-Secure Anti-Virus system is available for Windows 2003/2000/XP and Linux (32-bit Intel). Other LISTSERV platforms can be protected through the Anti-Virus Station (AVS) service. This virus protection is available for LISTSERV Classic and LISTSERV HPO only.

Other L-Soft Products and Services

LISTSERV® Maestro: LISTSERV Maestro is a sophisticated, yet easy-to-use, Web-based email marketing solution.

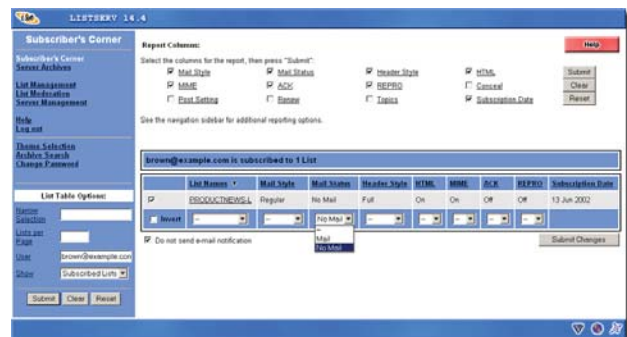
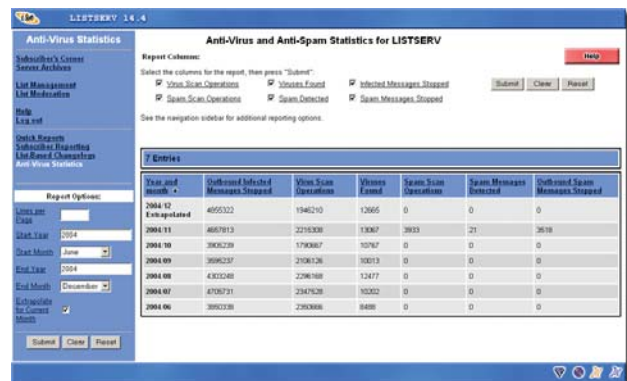
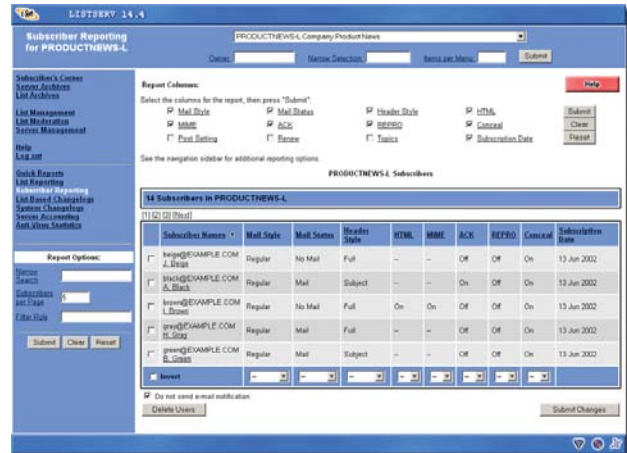
LSMTP®: LSMTP is L-Soft's high-performance SMTP mail server, specifically designed to deliver large volumes of email.

ListPlex®: ListPlex is L-Soft's hosting service that allows organizations to benefit from our expertise and solutions without software, hardware or personnel investments.

For more information on L-Soft products, please visit:
<http://www.lsoft.com/products/products.asp>

Opt-in to receive product updates by email here:
<http://www.lsoft.com/contact/optin.asp>

L-Soft Products are Secured by F-Secure® Anti-Virus Technology 



Contact Information

L-Soft international, Inc.
 7272 Wisconsin Ave, Suite 330
 Bethesda, MD 20814

Toll free U.S. and Canada: 1-800-399-5449
 Tel: 301-731-0440
 Fax: 301-731-6302
 info@lsoft.com