



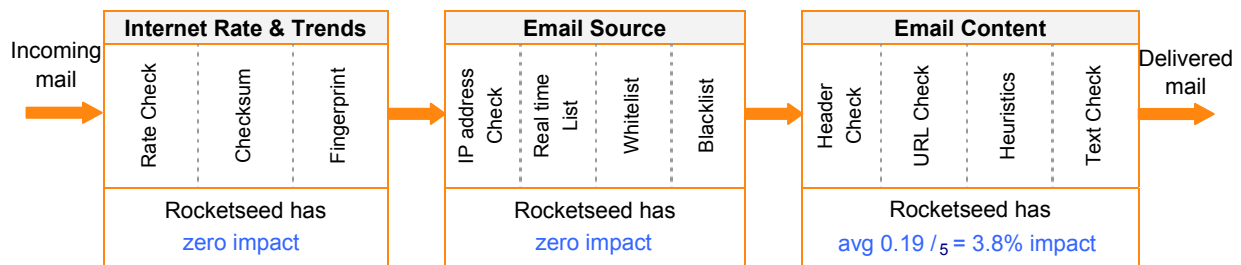
## Rocketseed Passes Extensive Spam Filter Testing

### Introduction

Although a Rocketseed enhanced email is, by definition, a solicited email and therefore clearly not Spam, the reality is that nearly all emails need to pass through Spam Filters. Spam filter technology has evolved significantly within the last few years, with the focus moving from content analyses to a more holistic approach. This assesses the origin, the destination, the format, as well as the content of the email. Rocketseed was subjected to a vigorous testing to assess Rocketseed's effect on everyday email from a Spam filter perspective. The testing process and results are shown below.

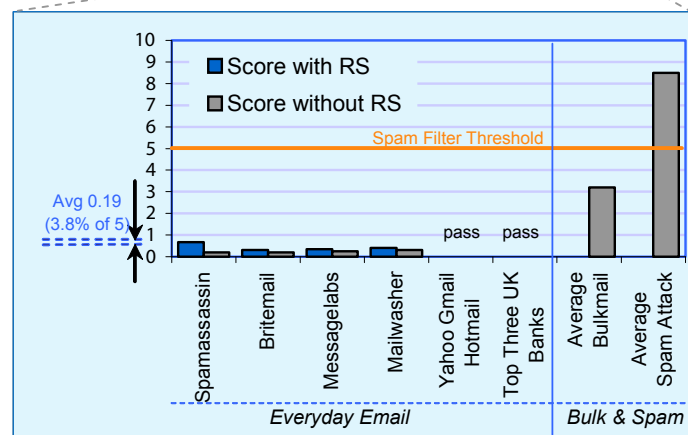
### Testing Methodology and Results

When an incoming email arrives at a Spam filter, numerous techniques are used as categorised below (BriteMail). Rocketseed was subjected to tests within all these categories, comparing Rocketseed emails to emails sent without using Rocketseed. This was done using numerous well known Spam solutions, an average basket of corporate email\*, and a number of email clients\*. The results are shown below.



### Key Notes

- Rocketseed had zero impact on "Internet Rate & Trends" and "Email Source" testing because the emails are everyday emails. These are becoming the modern dominant filtering techniques.
- Rocketseed increased the Spam score on average by 0.19 (3.8% impact on reaching the Spam Filter Threshold) for "Email Content" testing. This proves minimal impact and retains the Spam score well below the normal threshold.
- Further tests were done to ensure compliance with major email providers and banks which use highly strict and sophisticated Spam filtering techniques. Rocketseed passed all these tests.



\* 2000 standard corporate emails were sent which included numerous formats - plain text, HTML, embedded images, linked images and animated images. In addition, emails were sent via numerous mail-clients, namely Lotus Notes, Exchange 2003, Outlook Express SMTP direct, Eudora, Entourage, Netscape Mail, Thunderbird and Mac Mail.

### Summary

Rocketseed works in the realms of everyday email and is not bulkmail, hence it has a minimal impact on Spam filtering. Furthermore, Rocketseed has built up an extensive knowledge base to ensure what is added to everyday email is controlled and within appropriate email guidelines. As Spam filters evolve, less attention is paid to the content and more attention is being focused on the source of the email, which will only further improve the outlook for Rocketseed.