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**For Immediate Release:**

**Improving the Sales Force:  
JangoMail Announces AppExchange Certification and  
Availability of JangoMail for Salesforce**

*JangoMail for Salesforce Enables Customers to Easily Send Targeted E-Mail Campaigns*

**Dayton, OH (May 27, 2008)** – JangoMail, an industry leader in permission-based e-mail marketing, today announced certification on salesforce.com’s AppExchange and immediate availability of *JangoMail for Salesforce* – a powerful e-mail marketing application that integrates into customers’ Salesforce accounts. AppExchange is the world's first on-demand application-sharing service that provides a range of add-on applications for Salesforce environments.

With *JangoMail for Salesforce*, customers can easily send targeted e-mail campaigns to their contacts, leads, and campaigns in Salesforce through its convenient custom tabs and buttons. Additionally, when users view a particular contact or lead, they can also view that person’s complete JangoMail e-mail history, including e-mail campaigns received, as well as any actions, such as opens, clicks, unsubscribes, forwards and bounces.

"*JangoMail for Salesforce* allows our customers to send e-mail campaigns to their existing Salesforce contacts, leads, and campaigns," said Ajay Goel, President of JangoMail. "They can do so by clicking custom JangoMail buttons within Salesforce or by logging into JangoMail and importing their Salesforce data from there. JangoMail is one of the only e-mail marketing vendors that has built custom "send" buttons that can be placed throughout Salesforce’s contacts, leads and campaigns tabs."

For more information on *JangoMail for Salesforce*, and on how to install it into your existing Salesforce account, please visit:

[http://www.salesforce.com/appexchange/detail\\_overview.jsp?NavCode\\_c=a0130000006P6IoAAK-d2&id=a0330000005KaW2AAK](http://www.salesforce.com/appexchange/detail_overview.jsp?NavCode_c=a0130000006P6IoAAK-d2&id=a0330000005KaW2AAK).

### **Other Highlights of *JangoMail for Salesforce*:**

- Create, send, and track targeted e-mail campaigns to contacts, leads, and campaigns. Send one-off emails to just a single contact or lead, send to selected contacts or leads based on user-defined criteria, send to all of contacts or leads, or send to a pre-defined Salesforce campaign.
- Unparalleled Real-Time Reporting Capabilities: allows users to track opens/clicks/bounces/unsubscribes/forwards and activity.
- Rendering: users can view how an e-mail will appear in Yahoo, Gmail, AOL, and other e-mail clients/interfaces before sending.
- Historical Tracking by Recipient. users can click on a contact or lead and see exactly what e-mail campaigns have been sent to them, as well as actions (opened/clicked/etc.) that a contact or lead took.

Salesforce users can view a read-only demo account of the *JangoMail for Salesforce* application by visiting:

<http://www.salesforce.com/appexchange/form/demo.jsp?id=a0330000005KaW2AAK>.

JangoMail is widely used by leading organizations for a range of marketing and sales purposes, including customer loyalty programs, newsletters, product announcements, and other sales and promotional activities. The Web-based JangoMail service enables organizations to develop, distribute and measure targeted, permission-based e-mail marketing campaigns.

### **About JangoMail**

JangoMail is an industry leader in permission-based e-mail marketing. More than 1,400 organizations on six of the seven continents rely on JangoMail to send personalized, targeted e-mails to their customers and prospects. JangoMail sports a number of unique features in the Web-based e-mail marketing service industry, including direct connectivity to customers' external databases. To learn more, go to [www.JangoMail.com](http://www.JangoMail.com) or call 1-888-GO-JANGO.

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