



StreamSend Announces Habeas Partnership and Improved Deliverability

Sacramento, CA, October 29, 2007 --(PR.com)-- [StreamSend](#) today announced its partnership with Habeas, a leading whitelist and email Reputation Service Provider. This new partnership significantly boosts email campaign inbox delivery and reduces the likelihood that content will trigger a spam filter.

Spam filters, which frequently route legitimate email marketing and communications into recipients' bulk or junk folders erroneously, will cost organizations \$3.5 billion this year alone (Source: Ferris Research Inc). But Habeas conducts rigorous reputation audits to ensure its whitelisted senders meet their best practice standards. As a result, more than four million email networks and ISPs trust the Habeas SafeList, providing faster message delivery to customer inboxes. SafeList customers report a 20 percent increase in overall inbox delivery.

"We're thrilled to announce our new partnership with Habeas," states Dan Forootan, CEO of EZ Publishing, creator of StreamSend. "We'll continue to provide enterprise-level services and best-in-class deliverability solutions, like Habeas Safelist assurance, at prices organizations, small or large, can afford."

SafeList is available to all StreamSend customers for a monthly fee based on monthly send volume. Following application submission, they conduct an audit to ensure applicants meet email marketing practice guidelines. These policies are in-line with StreamSend Terms of Service. Once approved and Safelisted, clients can expect a noticeable increase in campaign deliverability.

About StreamSend

The [StreamSend Email Marketing](#) Service offers a number of attractive standard pricing plans for marketers. High-volume mailings cost as little as \$.0004 per e-mail with a monthly plan.

StreamSend is the most comprehensive and cost-effective permission based e-mail marketing suite available, and it is their honor to provide this powerful email marketing suite to marketers, entrepreneurs and online retailers around the world. StreamSend also has a strong [Email Marketing Reseller](#) program.

It all started in 1998, when Dan Forootan founded EZ Publishing, a web hosting and design company. As word spread of the company's comprehensive services, wide-ranging infrastructure, exceptional customer support and honest approach, the company thrived.

But web hosting and design was just the first step. Dan's clients wanted more. Many EZ Publishing customers asked for an e-mail marketing solution to help build sales and strengthen customer retention.

In response, EZ Publishing developed the StreamSend e-mail marketing suite. And because of EZ Publishing's existing technological infrastructure, they were able to offer this powerful new email marketing service at extremely affordable prices. The response to StreamSend has been extraordinary, and it has since become EZ Publishing's flagship product.



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Contact Information:

EZ Publishing, Inc.
Neil Anuskiewicz
877-439-4678, ext 819
neila@ezpublishing.com
www.streamsend.com

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