M2W for Social Networks

Mail2World for Social Networks
BUILD MEMBERSHIP, ENERGIZE USERS AND EXTEND YOUR BRAND

Every social network faces challenges around how to attract new members, keep current members loyal and motivated, and provide community applications that enhance brand identity and extend the length of time a member stays inside the community portal.

Mail2World's private-label messaging and collaboration service is a natural addition to an online social platform. It is a powerful, anywhere/anytime communication tool that unites and energizes current members of a social network, builds membership and generates new revenue streams.

Mail2World's Messaging Hosting Platform™ is massively scalable, highly secure and fully customizable—yet simple and rapid to deploy. By incorporating our advanced messaging and collaboration technology into your online platform, you gain:

- An immediate, high-impact differentiator that sharpens your competitive edge against other social networks.
- An increase in the length of time a user stays inside the community environment. Full-featured messaging enables users to communicate with social network members and aggregate their messages from other email accounts, such as Gmail, Yahoo! and Hotmail inside a new, unified message center.
- Extension of your brand outside the social network when members provide their portal email address to friends and family outside the community environment.

By outsourcing to Mail2World, an expert in hosted messaging, there's no hardware or software to purchase, install or maintain, and our experienced team will work with your team to manage the integration process. In addition, administrators always maintain full administrative control through our modular feature set and are able to generate real-time reports and statistics in our easy-to-use Online Control Center.

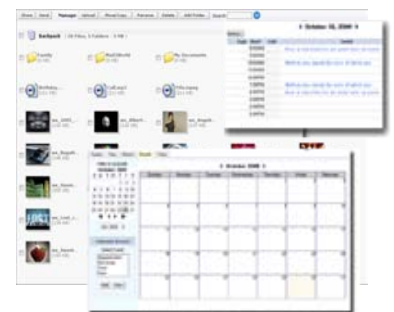### M2W FOR SOCIAL NETWORKS HIGHLIGHTS

Webmail and Mobile Advertising
Members can access their email and view revenue-generating ads via the Internet from any WAP-enabled mobile phone or computer using Webmail or a desktop client like Outlook.

Seamless Messaging Integration
Increase length and frequency of visits to your site by adding a mini-mailbox view of internal and external messages. Modular messaging and social tools can be fully customized and integrated into an existing environment through http and REST APIs.

Extend Your Network's Brand
Shared Folders, File Cabinet and Calendar enable members to extend their social tools outside the network. For example, they can combine their existing photos, events and other files into their social messaging center, then share them outside the network.

Powering the World of eMessaging™   Sales 888.448.6665

M2W for Social Networks

FEATURE HIGHLIGHTS

- Increase customer loyalty with the richest Webmail and mobile mail feature set in the industry.
- Extend brand recognition of your social network outside the portal when members communicate with their friends using their new email address (e.g. tsmith@yoursocialnetwork.com).
- Provide a tool for consolidating a user's various Webmail addresses into their personal social messaging center, eliminating the requirement to login to a competitor's Web site (e.g., Gmail, Yahoo!, Hotmail) when they want to correspond with someone outside the social network.
- Increase international growth and interaction within the social network with multilingual communication tools, such as a multilingual messaging interface.
- The Mail2World platform is designed and developed using industry standard advanced Web technologies (Web 2.0, AJAX, ASP.NET 2.0, RSS/ATOM, iCal).
- Carrier-grade architecture and infrastructure let Mail2World manage a service provider's messaging platform in accordance with strict, contractual SLAs.
- Our custom-engineered messaging platform is designed to handle tens of millions of mailboxes.
- Acquire new ad revenue and enhance promotional efforts with customized welcome and landing pages, pre-populated calendar, automated reminders, banner ad placements and more.
- Powerful yet simple, point-and-click, online Admin Control Center includes an intuitive graphical user interface (GUI) and a wide variety of comprehensive statistical reports.
- Manage an extensive list of end-user preferences, including archiving, retention policies, user restrictions, feature on/off, etc.
- Mail2World's industrial-strength, anti-spam and anti-virus filters protect your email network at the gateway.
- Mail2World solutions include popular, profitable, value-added services that provide your company with new revenue streams and help differentiate your organization from competitors.
- Our 24x7x365 technical support is backed up by extensive support documentation as well as a convenient, multilingual, online support ticketing system.
- Free up internal IT resources to concentrate on core applications and more strategic initiatives.

Take the Next Step

For complete information about how Mail2World can create a better messaging solution for your organization visit our Web site at **www.mail2world.net** or call us at **888.448.6665**

mail2world

Mail2World, Inc.

10960 Wilshire Boulevard, 9th Floor

Los Angeles, CA 90024

sales@mail2world.net

www.mail2world.net

ABOUT MAIL2WORLD

Mail2World delivers and supports an award-winning suite of carrier-class, Web-based, private-label messaging and collaboration services. With the richest feature set in the industry, Mail2World's customer base includes hundreds of reputable brands and prominent organizations from around the world, such as publicly-traded corporations, telecom carriers, mobile operators, and some of the most-recognized universities and online social portals.

Sales 888.448.6665