

IceWarp Delivers the Industry's First Press Release Podcast Dedicated to Journalists, Editors and Pundits

*Journalists embrace IceWarp's new PR Podcast, **IceWarp Press Outreach**.*

Washington D.C. Metro Area – May 20, 2009 – Just days ago, IceWarp released another industry first: a PR Podcast devoted to journalists and specialists in messaging. This free series, *IceWarp Press Outreach*, is an enhanced podcast version of IceWarp's press releases, providing journalists with up-to-date industry news. Actually, *Press Outreach* is an information source in its own right, more than mirroring IceWarp's traditional press releases.

Journalists and other interested parties can subscribe to *IceWarp Press Outreach* at www.icewarp.com/press or by searching for "IceWarp" in iTunes. Those without an iPhone or iTouch can listen to the audio directly from that page.

IceWarp Press Outreach is unprecedented within the industry, as no other company has ever created a PR Podcast exclusively for members of the media. The company plans to update the feed once or twice a week with concise installments.

In the near future, IceWarp also plans to release training videos to its customers via a second podcast feed.

IceWarp Press Outreach presents information that is of interest to subscribers; even though the series is young, it has already received a favorable response, and subscription numbers are promising.

"In our previous press release, I stated that the iPhone was enterprise-ready," said Christopher Grady, IceWarp CEO. "This was one of the main reasons we wanted to support out-of-the-box synchronization with iPhone in upcoming Version 10. It's also why we believe that podcasting is the perfect mechanism with which to reach journalists in the enterprise-messaging market."

To learn more about IceWarp, visit <http://www.icewarp.com>.

To subscribe to *IceWarp Press Outreach*, visit <http://www.icewarp.com/press>.

About IceWarp, Inc.

IceWarp Server is a premium Messaging and Collaboration platform that provides secure Email, WebMail, Anti Virus, Anti Spam, GroupWare, Instant Messaging and more.

IceWarp Press Outreach is just one of IceWarp's many industry firsts. Others include:

- First mail server to support SSL
- First mail server with integrated webmail
- First mail server to support One-Click Backup and Restore
- First fully integrated multi-threaded antivirus
- First fully integrated antispam

- First dual-protection antispam
- First groupware solution with an API, based entirely on ODBC

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