



Building Customized eBusiness Infrastructures
20 Lyman Terrace, Waltham, MA 02452
www.bluerobininc.com

Digital Dispatch™ e-Newsletter Management System Improves Communication

Waltham, MA 2005...Blue Robin, Inc. a leader in building customized eBusiness infrastructures, announces that the company has released Digital Dispatch™, a secured, online email broadcasting system designed to improve communication between an organization's customers, prospects and employees. With its built-in Content Management System (CMS) creating and editing your email message is simple.

Users may choose from multiple templates to create a message in HTML, or simply create a text message. Digital Dispatch™ provides a word-processing-like environment where users can create professional messages on-the-fly. This feature gives users full control over the look and contents of their emails. You can place your company logo, insert pictures of products, and any other images or graphics in HTML emails. All this can be done easily without any knowledge of HTML. This easy to use, online tool is available to you from any Internet ready computer.

Digital Dispatch™ provides an authentication system for all appropriate personnel on two levels: data entry (creating and sending email campaign), and full control authentication for the admin personnel.

A few of Digital Dispatch's™ features include: Creation and management of unlimited number of lists/groups; Customized templates; Accessible anytime/anywhere; 100% Integrated into your website; free upgrades; Complete list add/remove/sent statistics and activity reports; Built in HTML Editor; Send to more than one list at once; Scheduled delivery window.

More features for Digital Dispatch™ can be found at www.bluerobininc.com

About Blue Robin, Inc.

Blue Robin is a leading eBusiness Infrastructure developer and can design, develop, implement, and support eBusiness infrastructures that combine data, voice, and video, utilizing the latest and the greatest hardware and software technology in diverse operating environments.

For more information contact:

Hadi Shavarini, General Manager, Blue Robin
p: 781-577-6010
f: 781-577-6001
hadi@bluerobininc.com