

EnterTo™ Launches Innovative New Version of Email Technology

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Agency: **Strategic Reach PR**

Version 3 Eliminates Spam Email without Using Filters or Junk Folders

San Rafael, CA, August 26, 2008 – EnterTo Inc., a provider of free hosted email services announced the release of Version 3 of its spam-free email system. Version 3 is already in use by over 15,000 private users and adds various selectable user browser interfaces as well as POP3 for other email client. In all cases the system eliminates spam without spam filters or junk folders or any ‘lost’ emails.

“It is astounding that only one in every twenty eight emails received are legitimate and the scale of the problem continues to get worse (the quarterly Sophos IT security report says spam sent to businesses reached 96.5% in the June 2008 quarter),” said Jay Fink, COO of EnterTo Inc. “The existing industry approach of filtering out spam into junk folders is swamped, despite huge investments of human effort trying to keep spam filters up-to-date and working correctly. Users still have to check their ‘junk’ location for any false positives or else ‘lose’ emails. EnterTo has a far better solution – and it’s free to private users – financially supported by ads at the bottom of the email. We invite you to try it for yourself - free.”

EnterTo’s technological approach to eliminating spam allocates, in the background, unique email addresses to every email correspondent. Email from all these addresses ends up in the recipients single inbox and there is no need for a ‘junk’ email box. If a spam email is ever received via one of these email addresses that address is simply eliminated any legitimate user of that address is allocated a new one. Email sent to eliminated addresses simply ‘bounces’ back to the sender as a non-existent address. There are no filters to manage or update and no ‘false positives’ or ‘lost’ emails.

E-mail spam, also known as "bulk e-mail" or "junk e-mail," involves nearly identical messages sent to numerous recipients by e-mail – the key aspects are that the email is unsolicited and is sent in bulk. E-mail spam grew exponentially to over 100 billion emails per day as of April 2008. Laws against spam have been sporadically implemented but haven’t solved the problem which continues to frustrate and annoy e-mail users as it wasted their time. In cost terms lost US productivity reached \$71 billion annually in 2007, \$712 per employee, according to a study conducted by Nucleus Research Inc. With legal approaches unable to solve the problem the solution has been largely left to technology. Complex techniques have been implemented to filter and refuse spam based on the content of the e-mail, DNS-based blackhole lists, greylisting, spamtraps, enforcing technical requirements of e-mail (SMTP), checksumming systems to detect bulk email, and by putting some sort of cost on the sender via a proof-of-work system or a micropayment. Each method has strengths and weaknesses and each is controversial due to its weaknesses but all end up redirecting suspected spam to a ‘junk’ location. A July 2008 article in the Wall Street Journal reported that for one of their journalists, “some 46% of their ‘junk’ was legitimate messages that had been flagged as spam”.

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About EnterTo

EnterTo offers its spam free hosted email solution free to private users. The system is funded by advertisements on the bottom of the email. EnterTo spam-free email is protected by a pending patent. EnterTo is a privately held California corporation established in April, 2005 and based in San Rafael, California. To find out more, visit www.EnterTo.com or call

+1 415 302-5295.

[You can find this press release here](#)