

OptOutByDomain.com

*"We don't **Send** Spam, We **End** Spam"*

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PRESS RELEASE

FOR IMMEDIATE RELEASE

No More Spam for Domain Name Owners

Oklahoma City, OK January 3, 2005 — www.OptOutByDomain.com launches today in an attempt to rid domain name owners of spam. Because of the rampant practice of email address "harvesting" by spammers, individual web site operators have been particularly hard hit by a deluge of junk email, pushing everything from cheap mortgages to pirated software. By joining this new registry, a domain name owner will be able to opt out all of his or her domain email addresses at once; no more clicking multiple opt out links for the same spam.

"I operate several web sites," says Mark Mumma, OptOutByDomain.com's founder. "I have come to dread opening my inbox each morning because it's full of worthless junk email. I can no longer answer my customer email inquires without first deleting a mountain of garbage. It's killing my productivity time."

Domain owners like Mumma are swamped with several duplicate spams sent to every address listed on their web sites. Spammers don't care that you're getting redundant messages, but domain owners need relief.

OptOutByDomain's strategy centers around the concept of its members joining in a concerted effort to essentially remove each other from spammer's lists; when one member tells a spammer to remove all of the domains listed at OptOutByDomain.com, he is opting out all of the registry's members, himself included.

While opt out lists have been set up in the past by spammers themselves, OptOutByDomain.com is the only legitimate, universal opt out registry that caters specifically to domain name owners. According to www.SpamHaus.org in the UK, sites such as remove.org and unsubscribenet.com are simply shams operated by spammers to collect working email addresses for future spamming. More sinister sites such as globalremove.com, unsubscribenow.org and nationalantispamregistry.com fleece naive

Internet users by actually charging them to collect their email addresses. Those who join such sites end up getting more spam, not less.

The biggest difference between OptOutByDomain.com and other so-called "removal sites" is that its parent company, MummaGraphics, Inc., is actively and aggressively suing spammers through Oklahoma's Court system. OptOutByDomain's sister site, www.SUEaSpammer.com is going after all who ignore its opt out requests. While testing the site, Mumma has already had two email marketers break their promise by emailing OptOutByDomain's members after agreeing to stop. He is currently preparing lawsuits against both offenders.

"We knew from the start that we would have to make examples out of some bulk emailers before other spammers begin to take notice," explains Mumma. "Since we started the site, we've already seen some measurable success. Surprisingly, even a few of the spammers listed at SpamHaus.org's Register of Known Spamming Operations (ROKSO) have stayed true to their promise to leave our members alone."

For more information on the site and lawsuits against spammers contact Mark W. Mumma, MummaGraphics, Inc. in Oklahoma City at 405.949.2999 or by visiting the web site www.SUEaSpammer.com and clicking the contact link.

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MummaGraphics, Inc., founded in 1993, is a provider of Internet web hosting and web site design services as well as the publisher of RealCart, an ecommerce shopping cart software program. MummaGraphics began suing spammers in August 2004 and intends to file several more lawsuits in the future.

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