



FOR IMMEDIATE RELEASE
February 18, 2003

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Consumer Forum Launched to Report Missing Email: I_Did_Not_Get_My_Email

Data Will Help Create More Accurate Anti-Spam Tools

San Francisco, CA - February 18, 2003. The NAI Email Service Providers Coalition announced today at JamSpam the establishment of a forum for reporting instances of missing email due to spam filtering. The forum called "I_Did_Not_Get_My_Email" provides an easy way for consumers to post information about false positives, that is, non-spam messages that have been inadvertently blocked. Analysis of this information can be an important tool to improve anti-spam filtering techniques.

"Email alerts about missing children have been blocked by some anti-spam filters, even though the intended recipients definitely wanted to get them," said Hobie Woolen, co-founder of Code Amber, a world-wide system for quickly alerting law enforcement and concerned citizens about missing children. "In the fight against spam, a way must be found to improve filters so that this kind of message invariably gets through immediately."

"The rapid proliferation of spam is a major problem for everyone. We hope the "I_Did_Not_Get_My_Email" forum will strengthen the measures being employed to fight spam by providing a resource to make the filters increasingly accurate," said Trevor Hughes, Executive Director of the NAI. "Legitimate messages that are blocked or filtered have become a stumbling block in the war against spam and we hope the forum will help address this problem."

Some Legitimate Mail Not Getting Through

Assurance Systems last week reported that an average 15% of legitimate commercial email was rejected in the fourth quarter of 2002 due to false positives. This number increased from 12% in the third quarter.

"If you're expecting a gift certificate from an online bookstore or a city meeting notice, you may never see it due to the blacklists and filters that are currently in place," said Hughes. "Or a message to your accountant may bounce, if someone has put the server that handles your company's email on its blacklist. A message from a long lost high school buddy may be filtered if he uses too many exclamation marks." Such true-life stories have recently been featured in The New York Times, Rocky Mountain News, Seattle Times, InfoWorld, Straits Times, CNET, and elsewhere.

About the Forum

Up till now consumers with complaints about undelivered email have had no forum. I_Did_Not_Get_My_Email will be a place for individuals to post real examples in which email messages they wanted were not delivered.

The moderated group is to be found at http://groups.yahoo.com/group/I_did_not_get_my_email/. Messages can be read and posted there by anyone who is registered or registers at Yahoo!@ Groups. Messages can also be posted by sending mail to i_did_not_get_my_email@yahogroups.com. The addresses of those who post will be hidden.

About the NAI ESP Coalition

In January, in response to public concern about spam and business concerns regarding the increasing difficulty in delivering legitimate email messages, a coalition of Email Service Providers was formed under the auspices of the NAI (Network Advertising Initiative) to provide solutions to the spam problem and to protect the appropriate use of email as a business and marketing communications tool.

The NAI Email Service Provider (ESP) Coalition establishing the Yahoo! forum comprises companies that provide email delivery services to the full spectrum of the marketplace. For more information on the NAI, contact Trevor Hughes, Executive Director, at (207) 351-1500 or nai@networkadvertising.org.

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