



For immediate release:

**San Francisco, CA - September 10, 2008** – SenderOK presents its innovative email management technology in theTechCrunch50 DemoPit at the San Francisco Design Center.

## **SenderOK Offers a 2.0 Update for Good Old Email with a Foot in the 3.0 Door**

Despite the problems attributed to it, email remains one of the greatest means of communication, especially for business. But now, it's getting even better. SenderOK, a company founded by a Ukrainian team of experienced software developers has created a next-generation technology that will modernize the way we use our email clients and web mail.

“We solve the problem of email overload, information management, and spam,” Viktor Tatarov, SenderOK CEO, says. Here's the complete report:

### **What we suggest to solve the problem?**

We suggest add-ins to most popular email clients and browsers to extend them with email sorting and prioritizing features. We also have a server-side part of our technology to store user information; all the sensitive data are turned to irreversible hash images and protected by best security practices, so SenderOK is invulnerable to identity theft and other user privacy issues.

**In-depth user connection analysis:** SenderOK analyzes incoming emails and decides on their importance based on the information SenderOK has. For example, if you already wrote to a sender, if you assigned him or her VIP status manually, if he or she is known to the SenderOK network from other users' communications and other data according to proprietary algorithm will influence the sender and message importance.

In this way, even first-timers' messages can be identified as important or not. With the sender information on hand, SenderOK users have a good chance for speedier decision-making.

**Intelligent approach to spam removal:** Unlike spam filters, SenderOK does not hunt after spam messages at the same time, causing damage to good emails; it organizes users' workflow in such a way that spam messages never meet their eyes.

**Efficient attention management:** The SenderOK icon in the system tray lets users know if they have important new emails. SenderOK users waiting for urgent emails will save time checking new email.

Thus, SenderOK improves information workflow and productivity enabling users to accomplish more in less time.

**About the Company:** SenderOK ([www.senderok.com](http://www.senderok.com)) is a Ukrainian team of experienced developers previously involved in a successful global project (Web CEO, [www.webceo.com](http://www.webceo.com)). SenderOK has six patent pending innovations so far.

**About TechCrunch50:** Founded in 2007 by leading technology blog TechCrunch and entrepreneur Jason Calacanis, the TechCrunch50 conference provides a platform for early-stage, and frequently unfunded, companies to launch for the first time to the technology industry's most influential venture capitalists, corporations, angel investors, fellow entrepreneurs and the international media. Companies are selected to participate exclusively on merit. TechCrunch50 is supported by corporate sponsors Google, Microsoft, MySpace and Yahoo!, as well as venture capital firms including Sequoia Capital, Mayfield Fund, Clearstone Venture Partners, Charles River Ventures, Founders Fund and Fenwick & West.

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