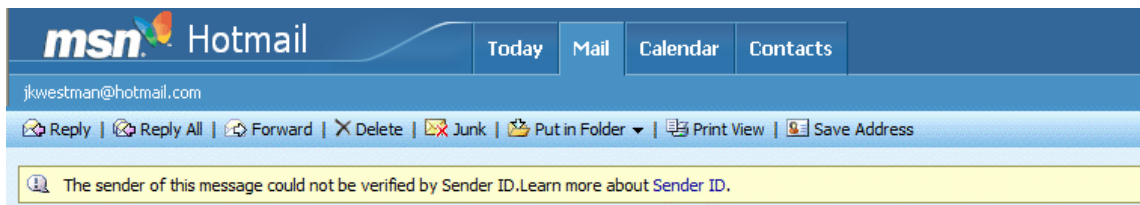




In July of 2004 e-Dialog sent all clients an overview of the pending authentication platforms and our plans for supporting them. Currently e-Dialog is both SPF and Sender ID compliant for all of our clients' outbound mail.

Microsoft has been considering Sender ID implementation for all inbound mail for almost a year; however they were never specific about an implementation date. On Monday June 20, Microsoft announced that effective Wednesday, June 22, 2005, Hotmail will begin doing Sender-ID checks as the main criteria for filtering or delivering e-mail to their accounts.

What does this mean for e-mail marketers like you? Ultimately, e-mails in which the sender cannot be verified will be sent to customers' junk e-mail boxes. During the initial implementation of this Microsoft plans to place a yellow alert line to the recipient for any e-mail that does not pass the Sender ID check. For now, the recipient will still see the messages in their in-box from unauthenticated senders. Actual junk box filtering or blocking is not scheduled to take effect until November 2005. This date however, is not yet confirmed.



Sender-ID allows the receiver to choose DNS information from either of two sources; the PRA (the visible FROM header), or the ENVELOPE (bounce) FROM address. Microsoft's program however, *only* checks the visible PRA FROM e-mail address not the real reply/bounce address from e-Dialog. The point of Sender ID is to check official DNS records (the records of who owns a URL) to make sure that the e-mail sender, based on the @ e-mail address in the visible FROM line, is who they say they are. Whatever you choose to display as the visible FROM, it has to be one your brand actually owns and has to be updated properly.

e-Dialog has been publishing ENVELOPE FROM records for Sender ID because they are both SPF and Sender ID compliant. Since Microsoft has decided that it is only checking PRA FROM information changes will be need to be made to your DNS records. We will be advising you on the appropriate entries to add to your DNS. For those that use e-Dialog's DNS for FROM addresses, we will be updating those shortly.

Other emerging authentication platforms including DomainKeys and CSV - combined DomainKeys (DKIM) - are also likely to become widely accepted in the coming months. e-Dialog plans to fully support DomainKeys (DKIM) once the final specifications are finalized.

Unfortunately, the current state of affairs is that there is no single standard for senders and receivers to use universally as a means for identifying authentic e-mail. Until this problem is solved we will be faced with the difficult challenge of deciding which e-mail is authentic and, if and where it should be delivered.

Please contact your account team or Rick Buck ([rbuck@e-dialog.com](mailto:rbuck@e-dialog.com)), Director of Privacy/ISP Relations if you have questions, comments or concerns about this or other delivery-related subjects.