ICONIX, Inc.
255 W. Julian Street, #302, San Jose, CA 95110
Phone: 408-727-6342 Fax: 408-727-6249
www.iconix.com

For Immediate Release

Contact: Jeff Wilbur
ICONIX, Inc.
+1 408-727-6342 x125
jeff.wilbur@iconix.com

Iconix Acquires Exclusive Rights to IP Portfolio of Brandmail Solutions

Technology Enables Rapid Deployment of Trusted, Branded Webmail Offerings

San Jose, California — June 30, 2011 — ICONIX, Inc., the industry leader in visual email solutions, announced today that it has acquired exclusive rights to the intellectual property portfolio of Brandmail Solutions. This acquisition provides Iconix with technology that will enable rapid, large-scale deployment of services that visually identify legitimate messages, thus protecting users and brands from phishing attacks and increasing user engagement with email.

Brandmail Solutions' SbS 2.0™ service, offered primarily via European webmail providers, highlights legitimate messages with an icon in the inbox, making it easy for users to trust and find the message. The standards-based service utilizes Domain Keys Identified Mail (DKIM) to verify the sender of the message. Rights acquired by Iconix include core technology, comprised of code for reading and writing verified email, applying icons, and managing customer accounts and reporting, as well as the Brandmail patent portfolio.

"With the recent wave of data breaches and increased spear-phishing threat to consumers and enterprises, the need for a simple, intuitive indicator of trusted email is greater than ever," said Jeff Wilbur, vice-president of marketing at Iconix. "The Brandmail technology dovetails perfectly with ours, and by integrating it with our existing standards-based solutions, we can bring a richer offering to more consumers more quickly."

The Brandmail technology will be incorporated into the Iconix® solutions – the Iconix® Truemark® service, which protects consumers by highlighting legitimate messages from thousands of top companies, and SP Guard™, which highlights legitimate messages – both internal and external – for enterprises. More information is available at http://www.iconix.com.

About ICONIX, Inc.
ICONIX, Inc. is the leading provider of trusted email identification solutions. ICONIX provides the industry's first visual solution for businesses and consumers. The patented Iconix® solution enables email recipients to quickly identify messages from legitimate senders, which proactively combats widespread email-based identity theft techniques, such as phishing. The Iconix® Truemark® service is the only standards-based visual authentication solution that works across various email platforms. For more information, visit http://www.iconix.com.

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