



CONTACTS

Barry J. Friedman, CPA
CEO
BizActions, LLC
301.947.1429
bfriedman@bizactions.com

Kristy Short, Ed.D.
Public Relations
SAS Communications 360, LLC
734.481.0186
kristy@sascommunications360.com

NEWS RELEASE

FOR IMMEDIATE RELEASE

BIZACTIONS OFFERS ACCREDITED PERSONAL SENDING DOMAINS FOR E-MAIL NEWSLETTER CUSTOMERS

BizActions is the only provider that offers certified, unique IP addresses for each customer

Potomac, MD, March 16, 2010—[BizActions](#), the nation's leading provider of B2B [email newsletters](#) for CPA's, announced integration with the Institute for Social Internet Public Policy's (ISIPP) [SuretyMail](#) accreditation program for opt-in domains. BizActions PSD's can now be certified through SuretyMail, which will help boost delivery rates of email newsletters by avoiding SPAM filters. To date, no other e-communications vendor within the accounting profession is providing accredited personal sending domains.

"We identified a real need for personal sending domains more than a year ago. Typically, e-communication vendors provide one domain for a large group of users. This means that individual users are subject to the list practices of everyone else within the group," explained [Barry Friedman](#), CEO at BizActions. "If just one user employs bad list practices, it can damage the reputation of all others within the group. Using our unique PSD's, our customers don't have to worry about others list practices. And now, by integrating with SuretyMail, we can further help our customers increase delivery and click-thru rates."

BizActions will also offer clients two unique PSD's. This will allow firms to provide a personal sending domain for two distinct audiences: 1) double opt-in for clients, employees, and other sources where receipt of approval to deliver has been confirmed and 2) single opt-in for all others.

BizActions also ensures that every email delivered is CAN-SPAM compliant. Integration with SuretyMail was launched in March 2010.

About BizActions, LLC

Headquartered outside of Washington DC, BizActions provides professional service firms with customized, content-rich email newsletters and a host of other helpful SaaS applications to improve communication efforts with clients, prospects, partners, and team members. Delivered through an innovative and powerful electronic business development platform, BizActions easy-to-use integrated suite of applications helps firms generate new business, increase name recognition, enhance cross-sales opportunities, and position themselves as experts. For more information on BizActions visit BizActions.com or call **866.240.8477**.

About ISIPP

The Institute for Social Internet Public Policy (formerly known as The Institute for Spam and Internet Public Policy) is dedicated to providing analysis, information, and consulting on industry issues relating to public policies and processes regarding spam, email, email deliverability, and the Internet. ISIPP also provides a widely used email senders accreditation service, [SuretyMail](#), and organizes and sponsors industry forums such as email management roundtables, email deliverability summits, and Internet law conferences.