



ClairMail Extends Engineering Team with Addition of Bernard Fraenkel

New Vice President of Engineering brings 20 years of expertise to drive ClairMail's product development and quality assurance

NOVATO, Calif., June 5, 2007 — ClairMail, Inc., the leader in 2-way mobile phone-based customer interaction, today announced that Bernard Fraenkel joined the company as vice president of engineering. Fraenkel, a 20-year engineering veteran, will be responsible for leading the development and quality assurance of ClairMail's customer interaction platform and applications. With the addition of Fraenkel, Peter Madams becomes ClairMail's Chief Technology Officer.

"Product innovation and development is essential to ClairMail maintaining leadership in the mobile banking and mobile customer interaction industries," said Joseph Salesky, CEO of ClairMail. "The addition of Bernard as VP of Engineering and Peter's shift to CTO ensure that our solution will continue to deliver the highest levels of innovation, quality and value to which our customers and partners are accustomed."

Fraenkel joins ClairMail from Sendmail where he was vice president of engineering and rejuvenated Sendmail's entire product line, launched two new products, introduced version 2 of the milter API of Sendmail's open source MTA, and positioned Sendmail's technology in the leadership of the Secure Content Messaging market. With Sendmail, Fraenkel managed the company's technology strategy, product development and oversaw the engineering team. Prior to Sendmail, Fraenkel held VP of engineering positions at Persist Technologies (acquired by HP), Bigstep, Scientific Learning (NASDAQ: SCIL) and One Touch Systems (acquired by Hughes Network Systems).

"ClairMail's mobile banking solution addresses an increasingly strategic focus area for financial institutions today," said Fraenkel. "In this time of widespread adoption of mobile banking, I look forward to helping ClairMail sustain its growth track and continuing the development of the most innovative, easy to use and secure mobile customer interaction platform in the industry."

About ClairMail

ClairMail's breakthrough platform and applications optimize any mobile phone for two-way customer interaction – with no new mobile phone software required. Using any mobile phone's standard and intuitive messaging functionality, ClairMail empowers financial institution customers to easily access secure information, conduct transactions and get no-hold customer service by sending a single text message or email. Additionally, ClairMail's Actionable Alerts™ enable financial institutions to deliver complete service to customers as an alternative to expensive channels like call centers and IVR. Unlike other proprietary and inflexible point solutions, the ClairMail System is a turnkey, standards-based offering that seamlessly integrates with existing systems and delivers the fastest time to value. ClairMail removes the friction from customer interactions by empowering mobile customers to retrieve and update vital information from any back-end system. Founded in 2004, ClairMail is headquartered in Novato, Calif. The company is privately held and funded by Norwest Venture Partners, Outlook Ventures and JAFCO Ventures. For more information call (415) 884-7270 or visit www.clairmail.com.

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