



DIRECT EMAIL MARKETING FOR THE REST OF US

TORONTO – May 31, 2006 –Elite Email Marketing is breaking ground in direct email marketing with the launch a new email marketing program, designed for "the rest of us."

Big businesses and tech-savvy small business owners have been communicating with their stakeholders by email for many years. Now anyone—from budget-conscious online business owners, to tech-novice offline retailers—can reap the rewards of email marketing and email newsletters.

The new, redesigned Elite Email Marketing guides users through an easy step-by-step process to create professional, effective email marketing campaigns in minutes.

All clients also get full access to Elite Email Marketing's sophisticated list management and reporting tools.

"We designed the new Elite Email Marketing program to deliver big business email marketing technology to everyone else," says Robert Burko, president and CEO of Elite Email Marketing. "Email marketing is a very powerful and cost-effective tool, but it can often be quite complicated, especially for people who are new to Internet marketing. That's why we packaged all of our state-of-the-art tools in a program that's incredibly easy to use, yet still as powerful as the big business technologies."

Pricing was also a very important factor in the development of Elite Email Marketing. "We really want to make affordable email marketing available to everyone," Burko says. "So even if you're just starting a business and you have a tiny marketing budget, you can still have full access to a world-class effective email marketing program."

Packages start at \$10 for 1,000 credits (each credit equals one email sent). And clients don't even need to pay to get started, as Elite Email Marketing offers 1,000 free credits to all new customers.

In addition, all Elite Email Marketing clients get access to the following features:

- A personal account executive, available for phone and email counsel around the clock.
- One free custom email template, which can be designed to match the client's website or corporate identity.
- Full access to Elite Email Marketing's library of professional email templates, with a variety of choices, from email newsletters to email postcards and invitations.
- Real-time detailed reporting, so you can see exactly who opened each message and clicked on each link in your email marketing campaign.
- Full list management services, so you can upload, organize and export your email list at any time.
- Free personalized subscription center, where email recipients can log on to change their interests and preferences.
- Free custom sign-up box (designed to match your website), so your website visitors can easily join your email list.
- Free tools to power viral email marketing campaigns, like a personalized "Forward this email to a friend" feature.
- And much more!

For more information, or to start your 1,000 message free trial (no credit card necessary), please visit <http://www.eliteemail.com>

About Elite Email Marketing

Elite Email Marketing is a leading direct email marketing service provider, empowering small and medium-sized businesses with access to the world-class email marketing technologies available to big businesses. Elite Email Marketing serves clients from around the globe, including online and offline retailers, business associations, real estate agents, non-profit organizations and more. Elite Email Marketing is part of the Eliteweb Business network and is fully owned by Eliteweb Inc., based in Toronto, Ontario, Canada. For more information please visit www.eliteemail.com

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