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## **Ugly Emails Needed for Delivra's Extreme Email Makeover Contest**

INDIANAPOLIS -- (June 29, 2010) – Calling all bad emails. Delivra ([www.delivra.com](http://www.delivra.com)), one of the original email marketing software companies, is holding its first [Extreme Email Makeover Contest](#) to help rid the world of bad email design.

“There are scads of awful emails out there calling out for help,” said Neil Berman, president of Delivra. “Marketers know they are guilty. Their emails contain all HTML and broken links. They have high unsubscribes and low click-throughs. They have committed these or other transgressions. Let us help you.”

[The Extreme Email Makeover](#) will overhaul the email design that is most in need of a “face lift.” “In our competition, the worst wins,” said Berman. “We are asking marketers to compete for the opportunity to have their poor, underperforming email transformed into a high performance, eye-pleasing email.”

To participate in the Extreme Email Makeover simply “like” the [Delivra Fan Page](#) on Facebook and then upload your worst email design. You do not have to be a Delivra client to participate. The contest will run from July 1 through July 31, so you have no excuse not to participate. After submitting your own email designs, you can vote for the one you think most needs the Extreme Email Makeover. On August 4, 2010, after evaluating the entries and the voting that takes place via Facebook, Delivra will announce the email design that is most desperate for a “makeover” as the winner.

If the winner is not a current Delivra client, they will win: one custom-designed, sophisticated email template; one hour of email strategy consultation; access to Delivra 101 and 201 email webinars; and a 90-day Delivra trial account. If the winner is already a Delivra client, in addition to the embarrassment this will cause us, they will receive a custom-made, sophisticated email

template, which will be placed into their current Delivra account for future email marketing needs.

For more information on the Extreme Email Makeover or to participate, go to <http://www.facebook.com/delivra>.

### **About Delivra**

Delivra offers permission-based [email marketing software](#) and [personalized services](#) at an attractive price. Delivra has clients nationwide of all sizes and in all major industries including Del Monte, American Legion, National Geographic, Butler University, US Rowing, Harris Connect and Samsung. Founded in 1999, Delivra is privately held and is headquartered in Indianapolis. For more information, visit [www.delivra.com](http://www.delivra.com).

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