



Lone Star Comics Selects Bronto Software for Email Newsletter

E-Commerce Comics Vendor Connects with Preferred Customers through Email

October, 2005 – Durham, NC – Lone Star Comics, the Arlington, Texas-based leading online retailer of comics and related collectibles (www.mycomicshop.com), recently selected Bronto Software's email marketing solution to manage and send the company's Preferred Customer email newsletter.

The Preferred Customer email newsletter is a key communication to mycomicshop.com customers, providing the latest news on weekly new arrivals (both new releases and collectible comics and graphic novels acquired) as well as event and industry news. The newsletter is an important sales catalyst, serving as a weekly call for collectors to place their orders as well as providing an important communications connection with the experts at the store. Lone Star Comics had been experiencing deliverability problems with another email marketing software service, and moved to Bronto for the assurance that this important communication will get through to customers.

"The Preferred Customer newsletter is really important to our success, it drives sales on a weekly basis and gives us a timely means of communicating to our very best customers," explained Chris Powell, Lone Star Comics' General Manager. He added, "When we started experiencing problems with delivery with another vendor, we moved to Bronto because of their excellent track record and knowing that they go the extra mile to ensure deliverability. We no longer have to worry about our Preferred Customers newsletter getting lost or not getting through. Instead, we can focus on our business – which is the way it should be."

"Ensuring deliverability is essential to providing the best email marketing experience for our clients," remarked Joe Colopy, President of Bronto Software. "Bronto works diligently to make sure deliverability isn't an issue for our clients, and by recently adding DomainKeys support to our product in addition to Sender ID (which we added in Q2) we strive to lead the industry. Our clients need a product that helps them communicate with their customers online and we provide the tools that help them do their job. We're really pleased that Lone Star Comics has chosen Bronto as their email communications software for their Preferred Customers newsletter."

About Bronto

Bronto Software is a leading email marketing software company with clients across North America and Europe. Bronto was founded in 2002 by two former Red Hat executives and is headquartered in Durham, North Carolina. Organizations use Bronto's web-based software to manage email contact lists for sending email newsletters, email surveys and other communications. For more information, please visit <http://bronto.com/pr> or contact Melissa Adams in Bronto PR @ (919) 226-9363 x. 111, or email pr@bronto.com.