



NEWS ANNOUNCEMENT

For Immediate Release

Softlinx Introduces Multi-level Channel Partner Program for Lotus Business Partners and Fax Messaging Resellers

Westford, Mass. (May 1, 1998)—Softlinx, Inc., the leader in native fax integration for Lotus Notes and Domino, announces their new Channel Partner Program targeted toward Premium Lotus Business Partners and high-end fax messaging resellers. This extensive new program further strengthens Softlinx's position as the provider of the most native fax messaging solution for the Lotus Notes and Domino environment.

In order to serve the Lotus Notes community more efficiently, Softlinx has announced an innovative program that allows business partners and resellers to become authorized to market the Replix dominoFAX product. The 1998 Softlinx Channel Partner Program offers two distinct levels of authorization--Authorized Business Partner and Authorized Replix Representative.

These two options allow business partners to not only offer the Lotus Notes environment the latest fax technology but also to choose their specific level of participation and commitment. Both authorized levels of the 1998 Softlinx Channel Partner Program offer a very simplified application process that enables business partners to be approved promptly, allowing them to quickly and easily sell and deploy Replix dominoFAX with complete confidence.

"Business Partners consistently told us that there was a great demand for a fax messaging product that would reliably support high volume faxing from the departmental level all the way up to large, enterprise wide fax messaging installations," states Tom Hayes, Director of Worldwide Channel Sales at Softlinx, Inc. "With the release of Replix dominoFAX Version 4.2, Softlinx met those challenges with a product that offers one hundred percent native API integration into the Lotus Notes and Domino environment. Business partners can now offer a product that provides the scalability, reliability and the manageability needed to successfully transition customers from departmental solutions to enterprise wide fax messaging installations."

To ensure a business partner's success in being able to offer this exciting product to their customers, the 1998 Softlinx Channel Partner Program provides numerous incentives. Along with the financially rewarding commission and discount structure, all business partners will have access to Softlinx' extensive sales and marketing programs. Depending on their level of authorization, additional elements of the Channel Partner Program include formalized sales training, free demonstration and evaluation units, World Wide Web promotions and qualified sales lead distribution.

"We are convinced that the opportunities for enterprise fax solutions in the Lotus Notes and Domino environment are tremendous," states Hayes. "By targeting product distribution to an exclusive subset of authorized business partners, Softlinx ensures that resellers maximize their

investment in time and profitability. By selecting Replix dominoFAX, end users receive a multitude of operational and financial benefits including the ability to leverage their existing Lotus Notes and Domino knowledge base as well as gaining an immediate return on investment."

Softlinx, Inc. Softlinx is a premier provider of Internet and intranet fax messaging solutions to service providers and major corporations. With its Replix family of products, Softlinx provides customers with best-of-breed, real-time and store-and-forward Internet/intranet fax solutions. Founded in 1993, Softlinx, Inc. is headquartered in Westford, MA. To obtain a free brochure or for more information on Softlinx products and services, please call 978-392-0001, e-mail sales@softlinx.com or visit www.softlinx.com.

Replix is a registered trademark of Softlinx, Inc. All trademarks, registered trademarks and service marks are property of their respective companies.

Go to the Softlinx Partner Section of our website for more information on the Softlinx Channel Partner Program.

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