

# THE HISTORY OF

# FreshAddress

FreshAddress is an email marketing intelligence company that help businesses clean, protect, and grow their email lists for maximum return on their investment.

## 1999

Austin Bliss comes up with the idea of an Email Change of Address Service. Our founders start the process of incorporation and launching a website.

## 2000

Bill Kaplan joins the team as CEO and we get our 1st official office space in Arlington, MA.

We launch our ECOA and email hygiene services and earn the TRUSTe Privacy Seal.

## 2001

We attend our first tradeshow, the DMA Annual Conference & Exhibition in Chicago, IL.

## 2003

FreshAddress is granted US patent #6,654,789 for Email Change of Address (ECOA) service.

## 2006

FreshAddress introduces the first Opt-In Email Appending Solution.

## 2007

President, Austin Bliss is named "Rising Star" by the Direct Marketing Educational Foundation.

## 2008

FreshAddress acquires Return Path's Email Change of Address business unit.

## 2009

FreshAddress celebrate's 10 years in business. DMA presents FreshAddress with Future Innovators Award.

## 2012

We processed our 3 Billionth email address.

## 2014

FreshAddress celebrates 15 years in business.

FreshAddress launches a new email deliverability solution: SafeToSend®.

We process our 4 Billionth email address.

## 2015

FreshAddress launches List Guard, always-on email protection.

FreshAddress receives a DMA Innovation Award.

## 2017

FreshAddress launches two free tools: Free List Check, a health scan for your email addresses; Email Creative Archive, millions of email campaigns at your fingertips, for free!

FreshAddress becomes an Oracle Silver Level Partner.

## 2018

Multiple ESP integrations (Mailchimp, Oracle, etc.)

FreshAddress receives strategic investment from TZP Growth Partners.

## 2019

10 Billion email addresses processed!

## 2020

Successful completion of SOC 2 Audit for 1st time in company history.

We celebrate 20 years in business.