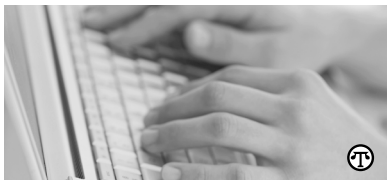


Giving E-Mail A “Tone”

Liven Up Your E-Mail, Avoid E-Misunderstandings

(NAPSA)—Most people rely on e-mail as a mode of communication in their work and personal lives, but e-mails are often misunderstood because, unlike speaking, e-mail has no “tone.” Something that’s intended as a joke can be taken seriously and vice versa. Observing e-mail etiquette can help avoid misunderstandings and can noticeably improve the quality of your communication. The next e-mail you send can be more clear and memorable for whoever you’re “talking” with if you keep in mind a few simple guidelines:

- Include a short, relevant, easily understood subject line.
- Keep your message simple and to the point. Don’t ramble.
- Answer any and all questions from the message you’re responding to.
- Use proper spelling, grammar and punctuation, just as you would in a letter.
- Don’t misuse the “high-priority” button.
- Don’t write in CAPITALS—it’s the equivalent of shouting.
- Read your message before hitting the “Send” button. Type the recipient’s e-mail address in last so you don’t inadvertently send something off before it’s ready.
- Try to avoid “flaming”—obviously angry e-mails. What you write can’t be taken back. Before venting in an e-mail, ask yourself, “Would I say this to this person’s face? Will he or she understand the point I’m trying to get across?” Try just sending the e-mail back to yourself to reread it.
- Avoid potential miscommunications by using emoticons (emotional icons) to help get your point across. Emoticons can give your e-mail a “tone,” just like speaking. A “wink” or a “laughing” emoticon,



Lively emoticons can make your e-mails more attractive and easier to understand.

for example, can get a point across much quicker and more effectively than the subtleties of the written word. Everyone knows just what you mean when you use an emoticon, especially if you have a lot to choose from.

- You can access a huge gallery filled with thousands of emoticons, as well as attractive backgrounds, all of which are free, at www.incredimail.com. E-mail notifiers—characters that appear on your screen to tell you that new mail has arrived—and cool sounds to accompany your e-mail messages are also available there for free. In addition, users can download unique desktop wallpapers and screensavers with a new product called Magentic, also available at www.incredimail.com.

- Other add-ons available at www.incredimail.com that turn Plain Old E-mail (POE) into a multimedia experience include 3-D effects, movie themes and handwritten signatures.

IncrediMail Ltd. is the global leader in e-mail solutions, offering products that create an entertaining and memorable e-mail experience. Its popular namesake e-mail program has logged over 80 million downloads.

Visit www.incredimail.com and www.incredimail-corp.com for more information on how you can jazz up your e-mail communications.