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CONTACT: Mark Briant  
Email Broadcast  
Email: [mcbriant@seanet.com](mailto:mcbriant@seanet.com)  
Tel: (206) 930-6661

**SEATTLEITES: SMASH ANY CANS OF SPAM LATELY?  
As Spam Becomes an Increasing Problem, a Local Email Marketing Agency Hosts  
Spam Smashup Event to Draw Attention to an Internet Scourge**

SEATTLE – The scourge of the Internet, spam, costs American business nearly \$22 billion annually in lost productivity, according to experts. So the people at Seattle-based Email Broadcast have decided to do their part to draw attention to the problem by holding the inaugural Spam Smashup at noon on Wednesday, August 12<sup>th</sup> at Westlake Center in downtown Seattle.

To dramatize the importance of defeating spam, lucky onlookers will get a chance to smash cans of SPAM™ with a large hammer. The actual SPAM™ smashing begins at 12:45 p.m.

“We’re going to have a lot of fun smashing SPAM™,” said Email Broadcast CEO and founder Ken Mahar. “But we’re actually making a very serious point. Not only does Internet spam cost American businesses a staggering amount of money, but it also impacts business people like me who are legitimate Internet email marketing consultants.”

In a recent article in The New York Times, experts estimated that 94 percent of all global Internet email traffic is spam.

Both federal and state policymakers and regulators have repeatedly ignored the problem, said Mahar, leaving businesses and individuals to fend for themselves in fighting off the cyber-onslaught. “Despite the occasional high-profile bust of a spam king, the government has failed to develop policies that keep pace with the current realities of the market place. We’re hoping this event will draw attention to this problem and encourage our elected policymakers to step up and take action.”

At the Spam Smashup fliers will be passed out with a list of simple things people and businesses can do to protect themselves from spam.

Email Broadcast is a Seattle-based email marketing agency that provides premium-level campaigns for their clients. For more information visit [EmailBroadcast.com](http://EmailBroadcast.com).

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