



## **Maxprog is proud to present a new release of MaxBulk Mailer**

*Maxprog is proud to present a new release of MaxBulk Mailer, new version 5.2, available now in English, German, French, Japanese, Italian, Spanish, Dutch, Chinese and Russian on Maxprog website with several interesting improvements, new features and bug fixes.*

(PRWeb) March 13, 2007 -- MaxBulk Mailer is an email-merge solution for Macintosh and Windows that supports plain text, HTML and rich text formats including optional plain text alternative and attachments. It includes document and contact management, support for multiple lists and multiple accounts with POP, APOP and ESMTP authentication, SSL, groups, mySQL and postgresSQL imports, unicode UTF-8 support, 40 encoding for virtually any language and hundreds of exclusive features.

MaxBulk Mailer is available in English, German, French, Japanese, Italian, Spanish, Dutch, Chinese and Russian for Mac OS X and Windows Me/2000/XP/Vista.

Maxprog has created the ultimate tool for all of your email marketing needs. MaxBulk Mailer allows you to design and send professional looking emails to your customers and prospects for as little as fractions of a penny...directly from your own desktop. MaxBulk Mailer is a powerful mail-merge tool for Macintosh that allows you to send out customized press releases, price lists and any kind of text or HTML documents to your customers. MaxBulk Mailer is fast, fully customizable and very easy to use. MaxBulk Mailer handles plain text, HTML and styled text documents and gives full support for attachments. Here is a breakthrough tool from Maxprog that will allow you to increase your profits, strengthen your customer service and send your messages to new markets.

What's new:

HTML: <http://www.maxprog.com/news.html>

RSS: <http://www.maxprog.com/news.xml>

With MaxBulk Mailer you will create, manage and send your own powerful, personalized marketing message to your customers and potential customers. MaxBulk Mailer is a software tool that you purchase once, no need to pay on a per-email basis to submission services. Now your promotional messages will jump off the screen with HTML mail! MaxBulk Mailer HTML allows you to include graphics, fonts and colors turning your messages into professional online brochures. Any user can utilize their full lists of contact information with MaxBulk Mailer. You'll be able to reach everyone in your database without worrying about integration or compatibility issues.

MAX Programming, LLC. also known as Maxprog® is a privately held company dedicated to Macintosh, Windows and Linux software development. MAX Programming mainly develops and markets Internet, communication and database tools. MAX Programming is unique in its approach to business, especially when it comes to customer care and satisfaction. In fact, our goal is to give each customer the utmost in personal attention and service.

MAX Programming, LLC was founded in the early nineties by French-born programmer Stanley R. Busk, after over 15 years of experience in the high-tech networking industry and computer software development, now Chief Executive Officer of the company. Since its creation, MAX Programming has built firm business relations with

thousands of clients from over 117 countries with products localized in up to 10 different languages.

You can download MaxBulk Mailer v5.2 for Mac OS X and Windows in nine different languages here:  
<http://www.maxprog.com/downloads.html>

Standard key features :

- Able to send Text or HTML mails in a way mail client software always shows the format it supports (Multipart MIME).
- Support for international characters.
- Multiple customizable easy-to-use mail accounts.
- Full POP3, APOP and ESMTP Authentication.
- Drag and drop support for mailing text and address list.
- Easy importation of mailing lists with advanced parser and duplicates checking, including from clipboard.
- SMTP log control (Commands and responses).
- Mails can be sent all at once, in groups or one by one.
- Custom Tags 'Fullname', 'Firstname', 'Surname', 'Company' and 'Date' for mail-merge.
- Mail server setup with Internet Config control panel.
- File attachments support (Base64, UUEncode, MacBinary, BinHex, AppleSingle and AppleDouble).
- Mail delivery now can be scheduled. (Delayed mail delivery).

MaxBulk Mailer Pro added features :

- Styled text format support!
- Bold, Italic, Underline, Color, Font, Size, Bullet lists... - Conditional message contents depending on optional tags value.
- 20 Custom Tags for advanced mail-merge.
- Ability to process tags in subject.
- 13 date tags, Long Date, Short Date, Abbreviated Date, Long Time, Short Time...
- Quick selector in order to check/uncheck recipients depending on their fields values.
- Recipients creation directly from Filemaker.
- Hyperlink manager to insert text and HTML hyperlinks tags.
- Full Applescript support.
- Full mySQL and postgreSQL database support.
- Secure SSL connection support. - Possibility to use several server at once.
- Cc and Bcc support.

See enclosed documentation to find out more about what MaxBulk Mailer can do for you !

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### **Contact Information**

**Stan Busk**

Max Programming, LLC

<http://www.maxprog.com>

+34966426791

### **Online Web 2.0 Version**

You can read the online version of this press release [here](#).