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ISP falsely accuses BlueStream Media of violating CAN SPAM Act of 2003

SACRAMENTO, CALIF., 3/8/2004 - On March 4th 2004, HyperTouch Inc, and John L. Fallat, Attorney at Law, filed a lawsuit in San Francisco Federal Court against Sacramento-based online marketing firm BlueStream Media and Boston-based BVWebTies LLC, owner of BobVilla.com, for allegedly violating the CAN SPAM Act of 2003.

The accusations came to BlueStream Media as a surprise since the company has been fully compliant with the new federal law the day it went into effect on January 1st , 2004. The accusations made by the small Foster City-based Internet Service Provider HyperTouch Inc., and their counsel will not be taken lightly. BlueStream Media plans to adamantly defend itself and hopes this will differentiate not only themselves, but many other responsible online marketers in its industry from fraudulent spammers.

Every marketing message that has left BlueStream Media mail servers since Jan 1st, 2004 has a working remove link, a link back to BlueStream Media's corporate website, a valid physical address and a corporate telephone number.

The complaint goes on to report that three recipients received mail after unsubscribing. "If a recipient used one of our five methods to remove themselves from a campaign, we would have records of it and so would they." said Brian Linden, BlueStream Media's Development Leader. "If recipients globally removed themselves, we send global removal receipts via email to show we received and acted upon their request. This way, we can prove it happened, and the recipient can as well."

BlueStream Media owns every domain in use, and all registration information points back to BlueStream Media by address as well as telephone. All IPs used in sending mail are, owned or leased through an ISP by BlueStream Media. The company has strict guidelines from which e-mail is sent to assure all delivered e-mails trace back to BlueStream Media easily and without research.

BlueStream Media is a publicly known business, which has never attempted to hide or break the law in an attempt to campaign via falsified headers to pitch fraudulent products or services. BlueStream Media plans to be fully cooperative with the court and prove its innocence by demonstrating the legal and ethical methods in which it delivers its marketing messages.

BlueStream Media is a Sacramento-based online marketing firm helping small to large sized business' build and monetize their online customer base. For additional comments and or questions please contact Chris Bryan at press@bluestreammedia.com. For the original copy of this publication please visit www.bluestreammedia.com/press

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