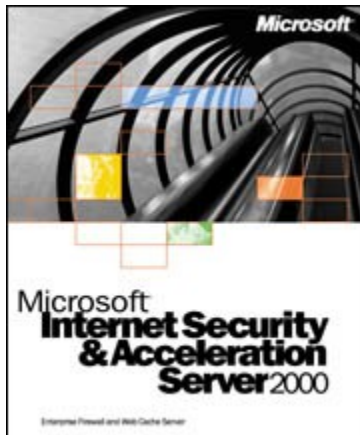


Hello – my name is **[Insert Sales Representative Name here]**. I represent **[Insert your company name here]** in your area. **[Insert 1 – 2 sentences with company background here]**.

I'd like to take a moment to let you know how we can help companies like yours make their web sites more secure and perform faster.



The Web's rise in popularity over the last several years is due, in no small part, to its potential as a vehicle to reach customers in a new way, share corporate data and work more effectively with partners. As businesses continue to rely more and more on the internet, two things are becoming more and more clear: sites need to be fast and sites need to be secure. Failure to deliver on one or both these qualities can spell disaster.

To help companies like yours provide secure, fast and manageable internet connectivity, Microsoft has developed Internet Security & Acceleration Server 2000. This extensible, multi-layer firewall protects enterprise and branch office networks from hacker attacks and unauthorized access while the integrated Web cache server offers speeds Internet access and saves network bandwidth.

Companies like BSH Bosch und Siemens Hausgerate GmbH, SISU Medical Systems and, yes, even Microsoft are using Internet Security & Acceleration Server 2000 to provide:

- Secure Internet Connectivity -- ISA Server delivers a fast and comprehensive means to control access and monitor usage. ISA Server protects networks from unauthorized access, inspects traffic, and alerts network administrators to attacks.
- Fast Internet access -- The ISA Server Web cache can maximize performance and save network bandwidth resources by storing and serving locally-cached Web content. This allows employees to work faster and improves bottom line performance by reducing your purchase of additional Internet access.
- Unified management -- Whether opting to deploy as an integrated system or as just a firewall or cache, you get the benefit of integrated management. ISA Server is tightly integrated with Windows 2000, providing a consistent and powerful way to manage group access, configuration, and rules.
- An Extensible and Open Platform -- No one product fits all security and performance needs. ISA Server is built to be highly extensible and includes a comprehensive software developer's kit (SDK) for in-house development, a large selection of third-party add-on solutions, and an extensible administration option.

InfoWorld agrees: "This is one of those rare products that's both affordable enough for companies of any size yet effective enough to handle the toughest implementation requirements."

Internet Security & Acceleration Server 2000 has what you need to ensure your internet infrastructure is fast, secure easy to manage.

Visit us online at **[Insert Company Web Site URL here]** or give me a call at **[Insert company phone number here]**. I would be happy to answer any of your questions.

Sincerely

**[Insert Sales Representative name and Company name here]**

