

PopMail.com, Inc. (ticker: POPM, exchange: NASDAQ) News Release - 29-Sep-2000

PopMail.com and Sugarloaf USA Partner for 50th Anniversary Success

IRVING, Texas--(BUSINESS WIRE)--Sept. 29, 2000--

PopMail.com's Fan Club Services Integral Part of Sugarloaf's 50th Anniversary Golden Ticket Marketing Campaign

PopMail.com, Inc. (Nasdaq:POPM), an online fan club marketing company, today announced that Sugarloaf/USA Ski Resort is taking advantage of PopMail's permission marketing email service by purchasing the company's proprietary email service, ENewsNotifier with a customized feature that allows Sugarloaf to access their registrants names and send each one a welcome gift.

PopMail's customization work has helped Sugarloaf enhance their traditional marketing efforts through the use of online permission marketing. The additional revenue generated from this function supports PopMail's new growth strategy and the move to a fan club business model for its clients. The ENN service will be an integral part of Sugarloaf's 50th Anniversary Marketing Campaign, Sugarloaf Golden Ticket. Sugarloaf's campaign also includes direct mail and radio ads directing people to www.Sugarloaf.com to sign-up for the Golden Ticket Contest and to receive the latest Sugarloaf news reports.

"Our 50th anniversary is going to be special and we wanted our 50th anniversary campaign to be something our customers would get excited about," stated Scott Wentzell, Director of Marketing for Sugarloaf. "We chose PopMail and ENN because we wanted to reach out to our most loyal customers the most efficient and effective way possible. By focusing on permission-based marketing, ENN helps us extend our marketing dollars and see greater returns."

Gary Schneider, CEO of PopMail.com, Inc., stated, "The co-branded service, Golden Ticket, enables Sugarloaf to extend their overall marketing budget by reaching a larger audience through delivery of targeted messages that their customers request and creates a stronger affinity toward their traditional business and their Web site. With the capabilities provided in our fan club services, Sugarloaf is able to attract more members and make more money."

About Sugarloaf Ski Resort

Located in Carrabassett Valley, Maine and celebrating its 50th Anniversary Season, Sugarloaf/USA is recognized as one of the top ski and golf resorts in North America. Sugarloaf/USA is part of the American Skiing Company. Headquartered in Newry, Maine, American Skiing Company is the largest operator of alpine ski, snowboard, and golf resorts in the United States. Its resorts include Steamboat in Colorado; Killington, Mount Snow, and Sugarbush in Vermont; Sunday and Sugarloaf/USA in Maine; Attitash Bear Peak in New Hampshire; The Canyons in Utah; and Heavenly in California/Nevada.

About PopMail.com, Inc.

PopMail.com, Inc. is a NASDAQ publicly traded company (POPM) and is an online fan club marketing company. The Company serves clients that have a great affinity with their

fans -- listeners, viewers, readers, subscribers and customers. PopMail's services allow their clients to richly interact with their fan's passions and interests. The company serves over 550 clients in four affinity-based industries: music, sports, broadcast and entertainment.

The Private Securities Litigation Reform Act of 1995 provides a "safe-harbor" for forward-looking statements. Certain information included in this press release (as well as information included in oral statements or other written statements made by or to be made by the Company) contains statements that are forward-looking, such as statements relating to plans for future expansion. Such forward-looking information involves important risks and uncertainties that could significantly affect anticipated results in the future; and accordingly, such results may differ from those expressed in any forward-looking statement made by or on behalf of the Company. These risks and uncertainties include, but are not limited to, completion of definitive purchase agreements, ability to obtain needed capital, ability to attract and retain key and other personnel, those relating to development activities, dependence on existing management, leverage and debt service, domestic or global economic conditions, and changes in customer preferences and attitudes. For more information, review the Company's filings with the Securities and Exchange Commission.
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