

PopMail.com Implements Significant Turnaround Strategy

- 25% Company Wide Cost Reductions - Sees 2001 Profitability
- Tim McQuaid, President of Fan Asylum, Agrees to Join the Board
- Certain Executives Buy or Lock Up Stock
- 10 for 1 Reverse Stock Split
- Investor Conference Call Scheduled for Friday, October 6 at 4:30 p.m. ET
- Stephen King Resigns as Chairman

IRVING, Texas--Oct. 6, 2000--PopMail.com, PopMail.com, Inc. (NASDAQ: POPM), an online fan club marketing company, today announced additional steps in its reorganization plan with the intent to improve its operating cash flows, improve its board composition, and attract an increased number of market makers. These steps in its reorganization plan follow its recent announcements on the letter of intent to sell the restaurant division and its white paper business strategy. CEO Gary Schneider stated, "Our business strategy is sound and we're focused on the execution of this strategy and closing on the restaurant sale. Our proven fan club model at Fan Asylum married with our proven email services at PopMail Network provide for a powerful fan club platform for us and our clients to generate additional revenue streams."

25% Cost Reductions Company Wide

Over the past two months, PopMail implemented a cost reduction plan eliminating duplicate positions and operating overhead within the Internet division. This included the elimination of 15 positions representing 25 percent of the staff in the Internet division with an estimated cost savings of \$300,000 per month. CEO Gary Schneider stated, "These significant savings coupled with the recent announcement to sell the restaurant division put PopMail in a much stronger financial position than ever before. Our Internet division has multiple, recurring revenue streams that have shown triple digit quarter-to-quarter growth since inception. At the present rate of improvement, the Internet division is approaching a point of break even on a cash flow basis and we project that the Company will generate cash flow from operations by the middle of 2001."

Tim McQuaid Agrees to Join the Board

Tim McQuaid is the President and founder of Fan Asylum. He got his start in the music industry working with the music group Journey and their fan club then known as Journey Force. Fan Asylum provides a suite of fan club services for high profile music recording artists such as Whitney Houston, Aerosmith, Melissa Etheridge, Boys II Men, and TLC. Gary Schneider stated, "We're pleased that Tim has agreed to join the board and look for him to help drive the company's business as an online fan club marketing company. Tim is a 20-year veteran in the fan club space and his skills are welcomed."

Management Commitment

CEO Gary Schneider announces he will lock up, for 180 days, 100% of his common shares received as part of his overall executive compensation package. Fan Asylum President, Tim McQuaid, also announces he will purchase \$400,000 worth of common stock at the current market price in a private placement. Schneider added, "I am excited about Tim's commitment toward the company. This type of activity demonstrates that management plans to execute on our business strategy."

10 for 1 Reverse Stock Split

PopMail announces a 10 for 1 reverse stock split for shareholders of record on October 11th, 2000 in an effort to attract additional market makers and investors. Gary Schneider states, "Our Internet division has proven it can increase revenues, clients, and member fans. These businesses are not start-ups but existing and growing companies with expanding services. Our

stock price does not adequately reflect the value of our company today and with the stock trading below \$1 we must take aggressive and positive steps to get the company back on track and place a 100% focus on growing the revenues and cash flows of the businesses." In addition, the company plans to pursue various financing strategies and capital restructurings that includes a unit exchange with its shareholders comprised of one share of common stock and a warrant to purchase all or a portion of a share of common stock in exchange for each share of common stock held. The company has already begun to address its capital structure by reducing the number of shares available in its Subsidiary Advisor Stock Option Plan from 4 million shares to 500 thousand shares. The Subsidiary Advisor Stock Option Plan was established to provide certain clients incentive to promote the company's services. The reverse stock split also resolves the recent NASDAQ notification of maintaining a \$1 minimum closing bid for one in every 30 days."

Investor Conference Call Today at 4:30pm ET

There will be a 20-minute investor conference call today at 4:30pm Eastern Time. The call will be limited to the first 100 callers. The dial in number is 800-553-2173. In an effort to address as many investor questions as possible, we ask that you email, by noon Eastern Time, any questions you have to marketing@us.popmail.com. The company will endeavor to answer as many of these questions as possible on the call. For those investors who are unable to access the conference call as one of the first 100 callers, there will be instructions for accessing a recording of the call at PopMail.com's home page, www.PopMail.com, beginning Monday, October 9th.

Stephen King Resigns as Chairman of the Board

Effective today, Stephen King resigns as Chairman of the Board. Gary Schneider stated, "Stephen King has worked feverishly to transition this company from a restaurant company to an Internet company. He is to be commended for these efforts. Now that we have announced a letter of intent to sell the restaurants, Stephen King will be stepping down. As the board looks for a new Chairman, we feel it's important to secure a strong leader who possesses a strong knowledge of the business we're in and the markets we're involved with. We will pursue an individual with these traits"

About PopMail.com, Inc.

PopMail.com, Inc. (NASDAQ: POPM) 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 including the NBA, Ticketmaster, New York Mets, Dallas Stars, Whitney Houston, LTC, Rebecca's Garden, Denver Broncos and Radio City Music Hall.

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.