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PopMail.com, Inc. (ticker: POPM, exchange: NASDAQ) News Release - 9-Oct-2000

Popmail.Com Launches ENewsNotifier Service For The Miami HEAT; Miami HEAT is the 24th NBA Team to Launch ENN Service

IRVING, Texas--(BUSINESS WIRE)--Oct. 9, 2000--PopMail.com, Inc. (Nasdaq:POPM), an online fan club marketing company, today announced it has launched its ENewsNotifier(TM) affinity fan club email service for the NBA's Miami HEAT.

The link to the co-branded ENN service, HEAT Mail, can be found on the team home page at www.heat.com. The agreement with the Miami HEAT is part of a contract licensing the ENewsNotifier service to all teams in the NBA and WNBA.

HEAT Mail will provide HEAT fans insider information on Miami HEAT players and exclusive ticket promotions. The Miami HEAT is also taking advantage of another PopMail fan club service offering: contesting. This additional function enables the HEAT to giveaway tickets and merchandise to the exclusive group of fans that receives HEAT Mail. 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.

"We are proud to be the exclusive online fan club service provider to the Miami HEAT," stated Gary Schneider, CEO PopMail.com, Inc. "The launch of the ENewsNotifier service for a team as popular as the Miami HEAT is very exciting and reinforces the NBA's decision to continue to partner with PopMail to serve its fans. PopMail's ever-growing roster of sports teams further demonstrates the success that teams have had marketing to their fans with the ENN service."

Michael McCullough, Executive Vice President and Chief Marketing Officer, of the HEAT Group adds, "ENewsNotifier and HEAT Mail give us an efficient and effective way to reach our fans with only the information they want. This exclusive group will receive information on Miami HEAT news and special offers before the general public."

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 its 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.

About the Miami HEAT

The Miami HEAT -- one of the NBA's premier teams -- is preparing for the start of the 2000-2001 season, which commences Nov. 1. With a revamped roster featuring All-Star players Eddie Jones and Brian Grant, along with returning superstars Alonzo Mourning and Tim Hardaway, the four-time defending Atlantic-Division champion HEAT once again appear poised for a run at the NBA Championship. The team is led by legendary Head Coach Pat Riley.

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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