

## **eMailGanizer Makes Email Smarter on iPhone**

Santa Cruz, CA (Feb. 10, 2011) -- Business professionals, college students, or anybody who views a large volume of email in their iPhone's inbox, must ask themselves "What do I do with it all?" The new answer is eMailGanizer, an intelligent email assistant for iPhone by GoodHumans. eMailGanizer learns the user's email filing behaviors and helps them file emails after they have been read, while providing full control over how each email is organized and classified.

iPhone users, like all other users who receive upwards of hundreds of emails daily, must figure out their approach to managing the sheer volume of messages they view on their phones. While some iPhone users take the time to file them all in dozens of folders, which can be a time and productivity killer, others leave all their emails in one giant inbox, leaving them to sort and search for the emails they need when they want to access them.

Until eMailGanizer, there has never been a tool for the iPhone to intelligently help any of these users better file and organize their email inboxes.

### **Key Features of eMailGanizer:**

- File emails in seconds instead of minutes
- Quick-File mode to file multiple emails at once
- Shake to undo filing actions
- Offline full-text email search
- Standard email functions, such as Reply, Reply All, Forward, etc.
- Add emails and events directly to iPhone Calendar
- Integration with ToodleDo and other GTD and task managers
- Search folder names when browsing or filing
- View active email folders separately from reference folders
- Mark folders as Favorites for priority access
- One-tap to scroll to bottom or middle of folder list
- Off-line filing for later synchronization with mail server

eMailGanizer makes the process of managing email on an iPhone quicker and easier by presenting folder options in order of relevance to the current email and letting the user get it filed with just a couple of clicks. Upon tapping on an email in the Inbox, eMailGanizer presents the two most-likely folders for that particular email based on its knowledge of the user's filing habits. Tapping on either of those choices files the email and moves the user back to the email list to file more emails. The email is filed in two quick taps with no scrolling around looking for the right folder.

In the instances when the desired folder isn't among the two chosen by eMailGanizer, the user simply taps on the 'More' button, and the app will offer the five most likely folders for this email. Tapping on the right folder gets the email filed and lets the user move on to the next one.

An ad-supported version of eMailGanizer is available for free in the App Store, while ad-free eMailGanizer Pro is available with bonus features such as larger email previews and the ability to view more folders at one time for an introductory price of \$4.99.

### **About GoodHumans**

GoodHumans, founded in 2000, is based in Santa Cruz, California with a pioneering social networking site dedicated to the concept of being a good human being. The company still pursues this ideal through the online retailing of eco-friendly products at GoodHumans.com. In 2008, the leadership team turned its attention toward its core professional passions of software and design for the iPhone.