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Lucent Technologies sells ProxyMate.com privacy technology to CMGI's NaviPath in exchange for minority equity stake

FOR RELEASE MONDAY MAY 22, 2000

ProxyMate will become part of NaviPath's NaviOne™ Solution suite

MURRAY HILL, N.J. -- Lucent Technologies (NYSE: LU) today announced that its New Ventures Group has sold NaviPath™, Inc., a majority-owned operating company of CMGI, Inc., the Bell Labs-developed ProxyMate.com Web privacy technology in exchange for a minority stake in NaviPath. The agreement will enable NaviPath to broaden its NaviOne™ suite of private-label Internet access solutions and offer customers a leading set of Web privacy tools that will protect users' identities online and inhibit receipt of e-mail spam.

NaviPath becomes the seventeenth venture announced by Lucent's New Ventures Group.

ProxyMate is based on the Lucent Personalized Web Assistant (LPWA) technology, developed by the Bell Labs Information Sciences Center in 1997, which enables users to create aliases that protect their identities online. The technology was originally introduced at the FTC Privacy Hearings in June of that year and has been highly regarded by consumer privacy advocates. The ProxyMate.com service was announced in 1999, and has been trialed successfully.

"NaviPath offers businesses an ideal set of solutions for using the Internet to improve their customer relationships, and these privacy tools are a significant addition to the overall capabilities they provide," said Tom Uhlman, president of Lucent's New Ventures Group. "We're glad to be able to move this important Bell Labs technology into the commercial domain."

"As more and more subscribers use the Internet for e-commerce and other personalized services, privacy protection emerges as a critical concern for most," said TC Browne, NaviPath CEO. "By incorporating the ProxyMate.com tools into our facilities-based network, our NaviOne Solution Suite enables our customers to provide unique privacy capabilities to their online subscribers that will ensure greater customer loyalty through a safe, rewarding online experience."

A 1999 Forrester Research survey found that 76 percent of consumers online for a year or less rated themselves "concerned" or "very concerned" about sharing their personal information online. The survey found that 53 percent of experienced users, those online for four years or more, had similar concerns. Forty-eight percent of those very concerned users have not spent any money online, and neither have 22 percent of the concerned users. This represents a \$2.8 billion revenue loss based on user privacy concerns.

Several key features differentiate ProxyMate.com from other privacy offerings, including:

- Privacy filtering - filters out information that typically gets passed to Web sites, thereby allowing the consumers to browse the Web with anonymity
- AutoFill - automatically fills out the user's name, password, e-mail and other information on Web sites that require this information. Users would no longer have to remember user names and passwords to access these personalized sites, eliminating confusion and time-wasting frustration
- Alias creation - creates aliases when the consumer enters \u for user name, \p for password, or \@ for e-mail address and submits these

aliases to Web sites requiring registration. Because the aliases are encoded, Web sites cannot use them to gain or distribute information about the real user

- Spam filtering tool - users can create e-mail accounts that could be susceptible to spam and easily delete mail to those accounts, while protecting their identities

ProxyMate.com enables users to easily sign up for the service in seconds without downloading or installing any special hardware or software. ProxyMate.com acts as an intermediary between the consumer and the rest of the Web, filtering out key information so that Web sites cannot establish a personal profile of the user.

The NaviOne Solution Suite can be customized to meet the functional and budgetary requirements of NaviPath's customers. Pre-configured packages are available to address specific needs for subscriber management, desktop software, messaging services, Internet access, revenue management and customer care. The NaviOne Solution Suite is available now.

"We're pleased to see that the results of the ProxyMate.com market trial have led to a successful integration into a leading private-label ISP company," said Michael Reiter, director of the Bell Labs Secure Systems Research Department. "The original LPWA technology was the result of innovative security research by Bell Labs that has now successfully crossed the bridge into the commercial consumer Web arena."

LPWA was originally developed by Bell Labs scientists Eran Gabber, Phil Gibbons, David M. Kristol, Yossi Matias, and Alain Mayer.

Lucent Technologies, headquartered in Murray Hill, N.J., USA, designs and delivers the systems, software, silicon and services for next-generation communications networks for service providers and enterprises. Backed by the research and development of Bell Labs, Lucent focuses on high-growth areas such as optical and wireless networks; Internet infrastructure; communications software; communications semiconductors and optoelectronics; Web-based enterprise solutions that link private and public networks; and professional network design and consulting services. For more information on Lucent Technologies, visit its Web site at <http://www.lucent.com>.

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