



February 5, 2014

Ready, Set, Fax! eFax(R) Can Make It Easy for College Football Recruits to Sign and Send Their Letters of Intent on National Signing Day

New Digitized Signature Technology for Smart Phones Allows Athletes to Attach a Photo of Their Signature or Sign on the Touch Screen With Their Finger

LOS ANGELES, CA -- (Marketwired) -- 02/05/14 -- The Florida State Seminoles were crowned national champions just weeks ago, yet today, National Signing Day, has already stolen the spotlight for college football fans. It's the day that top high school recruits sign and submit their official letters of intent to the college of their choice, inspiring new hope for players and prospective teams alike. As the champion of online faxing, eFax® can make it easy for recruits to submit their National Letter of Intent with [a new digitized](#) signature feature that would allow them to sign the agreement on-screen with a swipe of the finger, then fax it right from a smart phone or tablet to the school's fax machine.

While other communication methods are accepted for sending the National Letter of Intent to a school, including regular mail, overnight mail and email, many schools prefer prospective recruits send the signed agreement via fax on National Signing Day -- putting a measure of the year's recruiting success in the hands of teenagers who are more familiar with texting than faxing. eFax® solves the problem by making it possible to fax without a fax machine, instead using a smartphone, tablet, or PC to close this important deal.

eFax® can help on the receiving end as well. With eFax®, schools can receive faxes directly to an email account rather than a fax machine. This means you don't have to be in the office to get the fax -- you can be anywhere you can access your email. It makes it easy to file and forward these faxes without ever printing them. And while a single fax machine is served by a single phone number -- which can make for busy signals at crunch time -- an eFax® number can answer multiple faxes at once so every Letter of Intent beats the clock.

"At its core, a National Letter of Intent is a contract," said Mike Pugh, VP Marketing at j2 Global, whose brands include eFax®. "Student, parent, and Athletic Director all need to sign on the dotted line to formalize the exciting new bond of athlete and team. Fax is the method of choice for many schools on college football's National Signing Day -- and the signing day for other organizations -- and eFax® brings it to the modern day with its new mobile app with digitized signatures."

The benefits of eFax for signing college recruits translates to everyday business as well. Small business owners from real estate agents, to restaurateurs, to lawyers and health care professionals can use eFax to receive, edit, sign, send and store important documents and contracts using a mobile device.

Here are five trusted game-day strategies that both sports organizations and small businesses can follow to ensure everything goes smoothly:

- 1. Clear the Field of Tacklers** - With the ubiquity of texting and email, many students today have never had to use a fax machine. Why take the chance on National Signing Day with the stakes so high? Schools and small businesses alike can have players and clients use eFax to sign and fax documents directly from a mobile device. It's as powerful as an open field tackle.
- 2. Innovate Your Play Calling** - Speed and efficiency are essential elements in closing a deal, whether it's signing a new recruit or a new client. eFax helps athletic departments and small businesses modernize their business practices, and reinforce the winning edge needed in today's competitive world of business and sports.
- 3. Take Care of the Details** - Coaches and small business owners aren't administrative assistants and shouldn't be burdened with troubleshooting technology, particularly if it's a finicky fax machine on National Signing Day. eFax eliminates the need for maintaining a fax machine and phone line, letting coaches coach, and small business owners focus on growing the business.
- 4. Play the Field** - eFax allows athletic departments and businesses to receive multiple faxes at once and stores them in the cloud for access anywhere, anytime. Top recruiting programs receive dozens of Letters of Intent in the first few minutes of National Signing Day, and a busy signal is just an opportunity for other schools to steal a prized recruit.
- 5. Update Fans In-Game** - As dozens of signed letters come in from recruits, the backlog can become a headache. eFax eliminates this clutter and speeds up viewing by caching the first few pages of the most recent faxes. This allows a school to

make signing announcements much quicker -- maybe even scooping rival schools with the news that they have secured a wavering recruit.

For more information of the latest eFax mobile releases that introduce the new digital signature technology, visit the [j2 Global online press room](#).

The eFax branded service is a pioneer in the fax business, with a string of technology and business firsts dating back to 1995. Individuals and small businesses can learn more about sending and receiving faxes online at www.efax.com. For medium to large businesses with 10 to 10,000 employees or high volume faxing needs, more information is available at www.efaxcorporate.com.

About eFax®

eFax is a brand and registered trademark of j2 Global, Inc. (NASDAQ: JCOM) and is online at www.efax.com. For more information please visit the eFax blog at <http://blog.efax.com/> or watch these videos on the [eFax YouTube channel](#).

About j2

j2 Global, Inc. (NASDAQ: JCOM) and its affiliates provide Internet services through their two divisions: Business Cloud Services and Digital Media. The Business Cloud Services Division offers Internet fax, virtual phone, hosted email, email marketing, online backup, unified communications and CRM solutions. It markets its services principally under the brand names eFax[®], eVoice[®], FuseMail[®], Campaigner[®], KeepItSafe[®] and Onebox[®] and operates a messaging network spanning 49 countries on six continents. The Digital Media Division consists of Ziff Davis Inc., which offers technology, gaming and lifestyle content through its digital properties which include PCMag.com, IGN.com, AskMen.com, Toolbox.com and others. Ziff Davis also operates NetShelter Powered by BuyerBase, an advanced digital ad targeting platform, and Ziff Davis B2B, a leading provider of research to enterprise buyers and leads to IT vendors. As of December 31, 2012, j2 had achieved 17 consecutive fiscal years of revenue growth. For more information about j2, please visit www.j2global.com.

Press contact:
Bill Threlkeld
Senior Manager, Public Relations
Email: pr@j2global.com

Source: eFax

News Provided by Acquire Media