



IncrediMail is Now a Certified McAfee SECURE™ Site

Expected Daily Tests Help IncrediMail Consumers by Increasing Safety and Reducing Exposure to Hackers

TEL AVIV, ISRAEL – June 11, 2009 - IncrediMail Ltd. (NASDAQ: MAIL, www.incredimail-corp.com), an Internet company, today announced that it has completed all the necessary requirements to become a certified McAfee SECURE™ website. The services will also include the Company's following Web sites IncrediMail.com, as well as its Magentic.com, PhotoJoy.com and HiYo.com sites.

McAfee tests and certifies on a daily basis that Incredimail.com, Magentic.com, PhotoJoy.com and HiYo.com have passed a set of security scans that help address consumer security concerns, such as helping to prevent a consumer's identity from being stolen. The McAfee SECURE service combines daily network perimeter scanning, testing for more than 10,000 network and Web application vulnerabilities, rigorous security testing to ensure against malware, and business practice review for Web site owners and online retailers. By displaying the McAfee SECURE™ trustmark, consumers can be sure that our website has been scanned and tested for vulnerabilities that pose a threat to sensitive customer information. McAfee has reported that based on hundreds of A/B tests, sites that utilize the McAfee SECURE service see an average of 12% increase in online sales conversions.

Mr. Ofer Adler, IncrediMail's CEO, commented on the news, "We at IncrediMail are committed to our customers in every possible aspect -- from the quality of our offerings to the safety of our customers' personal information. We sought this service, so that visitors to our sites, and users of our applications, can feel confident that their personal information is better protected and reduces their personal information's exposure to hackers. As the information entrusted to us is critical to the security of our customers, we wanted to further demonstrate our commitment to protecting this information, by obtaining certification from McAfee, which is one of the most respected names in Internet security."

About McAfee, Inc.

McAfee, Inc., headquartered in Santa Clara, California, is the world's largest dedicated security technology company. McAfee is committed to relentlessly tackling the world's toughest security challenges. The company delivers proactive and proven solutions and services that help secure systems and networks around the world, allowing users to safely connect to the Internet, browse and shop the Web more securely. Backed by an award-winning research team, McAfee creates innovative products that empower home users, businesses, the public sector and service providers by enabling them to prove

compliance with regulations, protect data, prevent disruptions, identify vulnerabilities, and continuously monitor and improve their security. <http://www.mcafee.com>

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About IncrediMail Ltd.

IncrediMail Ltd. (NASDAQ: MAIL) is an internet company that develops customized, downloadable graphic consumer applications used to generate search related revenues and designs, markets and delivers high end personal desktop software. The company's award winning e-mail client product, *IncrediMail Premium*, is sold in over 100 countries in 10 different languages. Other products include, *HiYo* a graphic add-on to instant messaging software, *Magentic*, a wallpaper and screensaver software, and *PhotoJoy*, software for presenting digital personal photos.

Forward Looking Statements

This press release contains historical information and forward-looking statements within the meaning of The Private Securities Litigation Reform Act of 1995 with respect to the business, financial condition and results of operations of the Company. The words "believe," "expect," "intend," "plan," "should" and similar expressions are intended to identify forward-looking statements. Such statements reflect the current views, assumptions and expectations of the Company with respect to future events and are subject to risks and uncertainties. Many factors could cause the actual results, performance or achievements of the Company to be materially different from any future results, performance or achievements that may be expressed or implied by such forward-looking statements, including, among others, changes in the markets in which the Company operates and in general economic and business conditions, loss of key customers and unpredictable sales cycles, competitive pressures, market acceptance of new products, inability to meet efficiency and cost reduction objectives, changes in business strategy and various other factors, both referenced and not referenced in this press release. Various risks and uncertainties may affect the Company and its results of operations, as described in reports filed by the Company with the Securities and Exchange Commission from time to time. The Company does not assume any obligation to update these forward-looking statements.

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