



INCREDIMAIL TO RELEASE FINANCIAL RESULTS FOR SECOND QUARTER OF 2010 ON AUGUST 12

Tel-Aviv, Israel – August 2, 2010 – IncrediMail Ltd. (NASDAQ: MAIL), an Internet company, today announced that it will release its financial results for the second quarter of 2010 on Thursday, August 12, 2010 prior to the opening of the market. Management will host a conference call to discuss the results at 10:00 AM EDT that day.

We invite all those interested in participating in the call to dial 1-(866)-229-7198. Callers from Israel may access the call by dialing (03) 918-0685. Participants may also access a live webcast of the conference call through the Investor Relations section of IncrediMail's website at www.incredimail-corp.com. The webcast will be archived on the Company's website for seven days.

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 for presenting digital personal photos.

Forward Looking Statements

This press release contains and refers to 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. Such statements reflect the current views, assumptions and expectations of the Company with respect to future events and are subject to risks and uncertainties. The words "believe," "expect," "intend," "plan," "should" and similar expressions are intended to identify forward-looking statements. 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, gain or 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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