



January 12, 2010

INCREDIMAIL LTD. EARNS PRESTIGIOUS TRUSTE TRUSTED DOWNLOAD CERTIFICATION

TEL-AVIV, Israel, January 11, 2010 - IncredIMail Ltd. (Nasdaq: MAIL), an Internet company, today announced that its email client and flagship product, IncredIMail Xe, passed the certification process for TRUSTe's Trusted Download Program (TDP). Trusted Download is a leading software standards program, certifying applications that are created with the customer in mind. IncredIMail users can be assured that the software they are using has been through the rigorous TRUSTe certification process.

"At IncredIMail, we offer our users a way to communicate through email that is fun, rich with features and graphically appealing, but most importantly, safe and secure," said Ofer Adler, CEO of IncredIMail. "Receiving TRUSTe's Trusted Download certification is further validation that the processes employed by IncredIMail, to protect our customers' personal information, adhere to and often exceed the highest industry standards. We are excited and proud to add the TRUSTe certification to our existing recognition from McAfee Secure and The Better Business Bureau," added Mr. Adler.

Companies with TDP certification, such as IncredIMail, are published on an industry-recognized safe-software publication, referred to as a whitelist. Content and search providers, anti-spyware vendors and online advertisers, can use this TRUSTe TDP whitelist as a tool to help make business decisions related to advertising, partnering and distributing software products. In addition, a TRUSTe seal is visible at the point of each download, which reassures consumer toolbar subscribers.

About the Trusted Download Program

Trusted Download is a certification program for downloadable software, which demonstrates informed consumer choice, doesn't exhibit surreptitious activities and is distributed in a responsible manner. A seal at the point of download reassures consumers and a white-list elevates certified software for advertisers and distributors. The complete set of program requirements, and additional information on the certification criteria, program elements, FAQs and sponsor roles, is available on the Trusted Download website at www.trusteddownload.com. (Information contained or referenced in this website is not a part of, nor incorporated into, this press release.)

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.

About TRUSTe

TRUSTe Privacy Seals help consumers click with confidence by guiding them to trustworthy Web sites. Thousands of Web sites rely on TRUSTe industry best practices to help them make the right decisions about privacy and protecting confidential user information. Half of the top fifty Web sites are certified to TRUSTe's leading practices including leading retailers, Apple, eBay, Cabela's, Best Buy, Audible, LeapFrog, Microsoft and Yahoo!. To find out more about privacy, visit <http://www.truste.com>. (Information contained or referenced in this website is not a part of, nor incorporated into, this press release.)

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, 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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