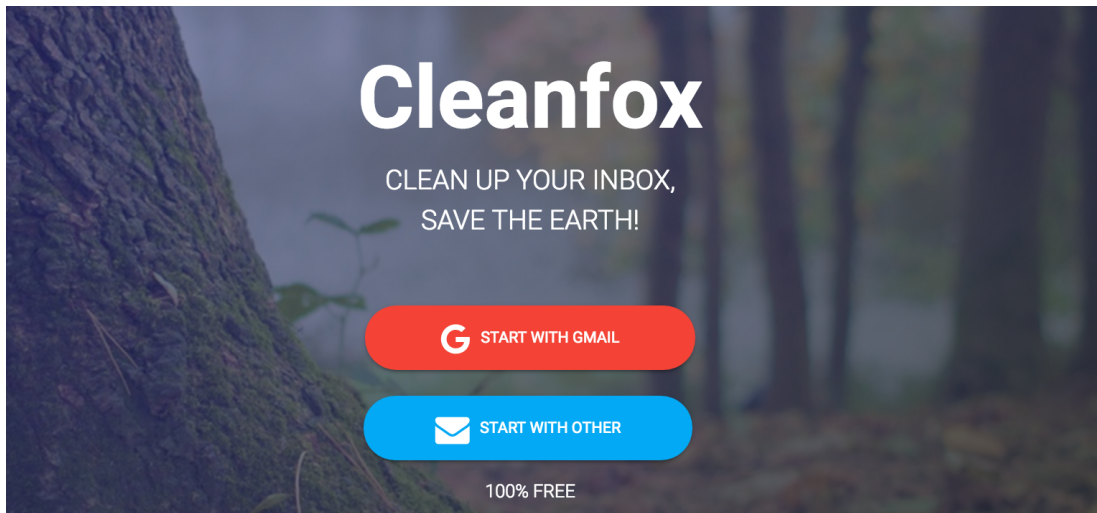# Launch of Cleanfox
Clean up your Inbox
Save the Earth!

Paris, September 13, 2016 - After having tackled the puzzle of compensation for train delays, **Misterfox**'s team (www.misterfox.co) now decides to take on a new challenge: putting an end to inboxes' chaos and its worrying environmental consequences.

Today is the official launch of **Cleanfox**, the **free web platform** (www.cleanfox.io) that enables you not only to **delete and unsubscribe from unwanted newsletters and subscription emails in only one click**, but also to **reduce your carbon footprint**.

Cleanfox is the most comprehensive product on the market

To date, Cleanfox is **the most powerful inbox cleaning service of the market**. Indeed, Cleanfox provides the user with filters to quickly manage his inbox (by emails' open rate or number of emails received). With this valuable information and for each of his newsletters, the user can quickly choose to:

- Remain subscribed and keep old emails in his inbox; or
- Remain subscribed and delete old emails from his inbox; or
- Unsubscribe from the subscription email and delete old emails.

With Cleanfox, users now have a **fast**, **free** and **environmentally friendly** service to clean up and manage their inbox.

Cleanfox is available in **English** and in **French** for all email providers (Gmail, Hotmail, Yahoo, etc.) >> www.cleanfox.io.

How does Cleanfox work?

To benefit from Cleanfox:
- Connect to Cleanfox's website, at www.cleanfox.io;
- Cleanfox then automatically draws up the list of all the newsletters and spam you receive;
- At this point, you'll be able to freely delete and unsubscribe with a single click. To help you make your selection, Cleanfox gives you, for each newsletter, your open rate, the number of emails you received, as well as your carbon footprint;
- Once you've finished cleaning up your inbox, Cleanfox gives you access to your custom statistics for you to concretely measure your impact on your inbox and the environment.

How can Cleanfox have a positive environmental impact?

If the Internet were a country, it would be the fifth largest consumer of electricity. Far from being a minor issue, digital pollution already accounts for more than **2% of worldwide CO2 emissions**. And this is only the beginning...

According to ADEME (The French Environment and Energy Management Agency), **19 grams of CO2**[1] is the average carbon footprint of an email (with a 1 MB attachment). At first sight, it may seem trivial. However, considering that more than **200 million emails** are sent every minute, emails are directly responsible for the emission of more than **3,800 tons of CO2 per minute**. In terms of volume, this represents more than **2 billion one liter bottles of CO2 per minute**.

By themselves, **spam and newsletters** represent over **90% of the entire email flow** while only **10% of them are opened**...

By educating users to this problem and offering them the opportunity to freely unsubscribe from polluting newsletters, Cleanfox allows users to significantly reduce their carbon footprint.

To learn more about Cleanfox

Website: www.cleanfox.io
Twitter: www.twitter.com/CleanfoxApp
Facebook: www.facebook.com/cleanfox

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[1] To reach its recipient, an email is successively received, processed and stored by multiple servers in various data centers. This data storage directly into account in calculating an email's environmental impact.