



FOR IMMEDIATE RELEASE

e-Dialog's Vice President of Sales Appointed to The Direct Marketing Association Retail Marketing Council

Lexington, Mass., August 25, 2005 – e-Dialog, the precision e-mail marketing innovator, today announced that John Polcari, the company's vice president of sales, has been appointed to The Direct Marketing Association (The DMA) Retail Marketing Council. The goal of the DMA Retail Marketing Council is to provide a venue for education and dialogue for retailers and their service partners interested in the art and science of direct and database marketing as well as customer relationship management to grow profits at retail.

"We are very pleased to have John join us and share his experiences with the Retail Marketing Council," said Kevin McShane, DMA Retail Marketing Council Chairman. "I have known John for more than 12 years and believe that his vast experience will be a great asset to the DMA as we continue to build upon the programs we have available for retailers. His passion to move the industry beyond its current state will help to keep the Council up to date on the latest issues and the best solutions available to solve both current and future marketing challenges."

The 71-member DMA Retail Marketing Council works with members and industry leaders to develop webinars, e-newsletters, and other educational and networking events. The Council is committed to providing the ideas, information, and interactions that support the development of retail marketing professionals.

"I look forward to sharing with the council lessons learned during my numerous years of experience in database marketing, direct marketing and e-mail marketing," said John Polcari, vice president of sales at e-Dialog. "Together, we will tackle the latest innovations in the retail market regarding the convergence of e-mail and database marketing. In today's world, retailers must have a deep understanding of both to remain competitive and I hope to help the council communicate what the best tactics, programs and strategies are for developing the right eCRM strategy."

With more than 16 years of sales and marketing experience, Polcari is an accomplished marketing leader. His vast sales experience includes managing Internet channels, digital relationships, alliances and strategic partnerships. Polcari also has extensive database marketing experience including senior national sales and marketing leadership roles with Hill Holliday Advertising, Epsilon, American Express and GE Capital.

About e-Dialog

Established in 1997, e-Dialog is a proven provider of advanced e-mail marketing technologies, products, strategies and services for permission-based e-mail marketers. The NFL, BMG Music Service, American Eagle Outfitters, TJX, Tesco, Marks & Spencer and SmartBargains are just a few of the 60 top marketers that rely on e-Dialog's flexible solutions to efficiently turn complex customer data into actionable and relevant e-mail campaigns that produce unbeatable results. JupiterResearch ranked e-Dialog a leading e-mail marketing service provider in 2004 based on its value and market suitability, and highlighted its reporting, analytics and deliverability features as strong and comprehensive. With offices in Lexington, Mass., and London, England, e-Dialog is a privately-held company whose investors include Flagship Ventures and Commonwealth Capital. For more information, visit www.e-dialog.com or contact Arthur Sweetser at 781-372-3353.

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