



FOR IMMEDIATE RELEASE

**IAC/InterActiveCorp Selects e-Dialog as Enterprise-wide
E-mail Service Provider**

*Multi-brand Operating Company Looks to e-Dialog for Strategic E-mail Marketing
Services and Best-of-Breed Technology*

LEXINGTON, Mass., and NEW YORK, February 5, 2008 – IAC and e-Dialog, a proven provider of advanced e-mail marketing and database technologies, today announced a multi-year partnership in which e-Dialog will provide IAC with services and tools to support and coordinate e-mail marketing activities across the broad IAC network of brands.

The agreement is a result of an extensive review process involving a number of IAC's businesses, to identify a broad-based tool-set and expert services that will support comprehensive, efficient, and segmented e-mail and database marketing. The agreement encompasses a number of IAC businesses, including LendingTree, Evite, TravelSmith, and Connected Ventures that have already engaged with e-Dialog. IAC will continue to roll-out e-Dialog's services across the remaining brands over the course of the next few months.

"e-Dialog's clear methodology, innovative technologies and comprehensive service model assures us of a quality solution now and into the future," stated Jeff Riesenberg, director of database marketing at LendingTree, the nation's number one online lending exchange. "We look forward to leveraging e-Dialog's best practices, expertise and tools to help us improve the relevance and productivity of our e-mail communications."

"We are thrilled to be selected by such an admired company for the high quality of our services and solutions," stated John Rizzi, president and CEO of e-Dialog. "Our experience in all of IAC's industry sectors will help the companies harness the power of one-to-one marketing, and we look forward to delivering the best possible results across the entire organization."

About IAC

IAC (NASDAQ: IACI) operates leading and diversified businesses in sectors being transformed by the internet, online and offline... our mission is to harness the power of interactivity to make daily life easier and more productive for people all over the world. To view a full list of the companies of IAC please visit our website at <http://iac.com>.

About e-Dialog

Established in 1997, e-Dialog is a proven provider of precision e-mail marketing solutions. Through a unique combination of marketing intelligence and relevance enabling technologies, e-Dialog enables some of the world's most recognized brands, such as American Eagle Outfitters, Avis, Boots, BMG Music Service, British Airways,

CBS, FT.com, Hewlett Packard EMEA, Nintendo, the NFL, Reuters, the Royal Bank of Scotland group of companies, and The TJX Companies to maximize long-term customer value with contextually targeted communications. The company's service offerings empower large, multifaceted companies like these to enhance permission-based e-mail marketing efforts through fully integrated, cross-channel communications, including dynamically printed direct mail, RSS and mobile messaging.

e-Dialog was named a leader in the December 2007 Forrester Wave: Email Marketing Service Providers, Q4 2007, and received the highest combined score for top performing e-mail marketing providers among service-oriented ESPs based on business value and market suitability from JupiterResearch in 2005 and 2006. In September 2006 e-Dialog was the first e-mail service provider to achieve certification for ISO 27001:2005, the global information security standard. e-Dialog is a privately-held company with offices in Boston, London, New York and Seattle. Investors include Flagship Ventures and Commonwealth Capital.

For more information, visit www.e-dialog.com or contact Arthur Sweetser at 781-372-3353 or Peter Duffy at +44 (0) 20 7659 2716.

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e-Dialog media contact:

Jean Borgman
(508) 451-5944
jborgman@e-dialog.com

Contact Information:

IAC Communications Office
Stacy Simpson / Leslie Cafferty
(212) 314-7470 / 7326