

FOR IMMEDIATE RELEASE

e-Dialog Welcomes Tim Carruthers as New Vice President of Engineering

Brings more than 20 years of experience to support e-Dialog's continued growth and product development

LEXINGTON, Mass., and LONDON, January 8, 2007 – e-Dialog, provider of advanced e-mail marketing services and solutions, today announced that Tim Carruthers has joined the company as vice president of engineering. Tim's management of the engineering group will support e-Dialog's commitment to helping clients build greater message relevance through sophisticated tools and powerful features, in order to improve campaign results.

"I am very excited to welcome Tim to e-Dialog. His technical leadership and operational expertise will be an asset to our engineering group," notes John Rizzi, e-Dialog president and CEO. "The discipline Tim brings will promote a balanced product roadmap that ensures continuing updates to our industry-leading core technologies and the development of new relevance-enabling products, as well as the flexibility to meet evolving client needs."

With more than 20 years of experience building enterprise-class software, Tim has a technical background in security, databases, distributed systems and performance engineering. He previously served as vice president of engineering for Computer Associates, where he was responsible for driving the planning, engineering, delivery and management of its SiteMinder line of products. Prior to Computer Associates, Tim was vice president of engineering for Netegrity, which was acquired by Computer Associates in November of 2004. Tim has also held senior product development positions at Predictive Networks, Sybase and Digital Equipment Corporation.

Tim shared, "e-Dialog has a reputation for innovation and quality, as well as a strong vision for the future of e-mail. I'm excited to create an environment that enables the fulfillment of that vision through operational excellence and the development of new technologies."

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, Hewlett Packard, 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 3219 6220.

#

e-Dialog media contact:
Jean Borgman
(508) 451-5944
jborgman@e-dialog.com