



FOR IMMEDIATE RELEASE

Sally Beauty Selects e-Dialog as E-mail and Database Marketing Partner

e-Dialog to Help Retailer Optimize Data for Use in Relevant, Timely E-mail Campaigns

LEXINGTON, Mass., and LONDON, March 31, 2008 – Sally Beauty Supply LLC (NYSE: SBH), a specialty retailer operating more than 2,200 stores across the United States, Canada and Puerto Rico, has selected e-Dialog as its preferred e-mail and database marketing service provider.

e-Dialog will provide Sally Beauty with the services, technologies, strategy and analytics it needs to harness important customer insight, including behavioral and lifecycle information, in the creation of targeted, results-driven e-mail campaigns. e-Dialog will integrate, host and manage the retailer's data, including customer, product and transactional records, while Sally Beauty will use e-Dialog's self-service tools to create and deploy triggered and non-triggered messages based on that data.

"We are very pleased to partner with e-Dialog to bring our e-mail communications to the next level of relevance," commented Mike Spinozzi, president, Sally Beauty Supply LLC. "Their ability to help us integrate, manage and make our data useable in a well-timed and targeted fashion, in conjunction with their reputation for outstanding service, weighed heavily in our decision. e-Dialog will be a real asset to our e-marketing efforts."

Tools like Insight Builder, which is part of e-Dialog's Precision Central Suite of e-mail marketing solutions, will allow Sally Beauty to analyze and segment its robust customer database in order to develop customized e-mail programs designed to increase conversions. In addition, e-Dialog's experienced staff will assist in identifying lifecycle messaging opportunities for Sally Beauty's target audiences.

"We are proud that a company with such a distinguished and successful history would choose e-Dialog as their partner for the next era in the development of their e-mail marketing program," commented e-Dialog president and CEO John Rizzi. "Our high-speed data processing engine will enable Sally Beauty to provide a just-in-time experience for customers based on their behaviors or on business events."

About Sally Beauty Holdings, Inc.

Sally Beauty Holdings, Inc. (NYSE: SBH) is an international specialty retailer and distributor of professional beauty supplies with revenues of more than \$2.5 billion annually. Through the Sally Beauty Supply and Beauty Systems Group businesses, the Company sells and distributes through over 3,500 stores, including approximately 200 franchised units, throughout the United States, the United Kingdom, Canada, Puerto Rico, Mexico, Japan, Ireland, Spain and Germany. Sally Beauty Supply stores offer more than 5,000 products for hair, skin, and nails through professional lines such as Clairol, L'Oreal, Wella and Conair, as well as an extensive selection of proprietary merchandise. Beauty Systems Group stores, branded as CosmoProf or Armstrong McCall stores, along with its outside sales consultants, sell up to 9,800 professionally

branded products including Paul Mitchell, Wella, Sebastian, Goldwell, and TIGI which are targeted exclusively for professional and salon use and resale to their customers. For more information about Sally Beauty Holdings, Inc., please visit www.sallybeautyholdings.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, 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 also received top placement among service-oriented ESPs from JupiterResearch in 2005, 2006 and 2008. 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, with offices in Boston, London, New York and Seattle, is a wholly owned subsidiary of GSI Commerce Inc. (Nasdaq: GSIC).

For more information, visit www.e-dialog.com or contact Arthur Sweetser at 781-372-3353 or Peter Duffy at +44 (0) 20 3219 6200.

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