

FOR IMMEDIATE RELEASE

e-Dialog Appoints John MacPhee as Senior Vice President of Finance and Administration and Chief Financial Officer

Growth-focused CFO Re-joins Company to Facilitate Continued Rapid Business Development

LEXINGTON, Mass., and LONDON, June 20, 2006 – e-Dialog, the proven provider of precision e-marketing solutions, today announced that John MacPhee has re-joined the company as senior vice president of finance and administration and chief financial officer. MacPhee brings to e-Dialog extensive experience in financial management, infrastructure development and financings for rapidly growing technology companies, both public and private.

“We are delighted to bring John back to our executive leadership team at e-Dialog,” said John Rizzi, president and CEO of e-Dialog. “His experience managing progressive company expansion, along with strategic partnerships will prove invaluable to us as we continue along our explosive business development path.”

MacPhee has more than 20 years of financial management and accounting experience in emergent high-technology companies. He re-joins e-Dialog after four years with Avidyne, Inc., a leading provider of innovative avionics display systems, where he served as vice president of finance, CFO and treasurer. Previously, he held the position of vice president of finance and CFO at e-Dialog and at Factpoint, Inc., a provider of Web Content Management and Certification software. Throughout his career, MacPhee has successfully guided companies through early stage development, rapid growth, mergers and acquisitions, and initial public offerings. He holds a B.B.A. in Management and Accounting from the University of Massachusetts in Amherst, Mass.

In his role at e-Dialog, MacPhee will oversee financial and administrative operations, direct the company’s continued progress, and raise its visibility within the financial community. e-Dialog continues its course of substantial growth both in the U.S. and Europe, including recent expansion to Seattle and New York.

About e-Dialog

Established in 1997, e-Dialog is a proven provider of precision e-marketing solutions with deep-rooted strengths in e-mail and database marketing. Through a unique combination of marketing intelligence and precise relevance technology, e-Dialog enables some of the world’s most recognized brands, such as American Eagle Outfitters, Avis, BMG Music Service, British Airways, the NFL, Reuters, The TJX Companies, and Tesco 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.

JupiterResearch ranked e-Dialog the leading e-mail marketing provider among service-oriented ESPs in 2005 based on its value and market suitability, highlighting its account servicing, strategic and creative input, and campaign management and analytics applications. e-Dialog is a privately held company with offices in Boston, London, Seattle and New York. 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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