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e-Dialog Named Top Performing Service-Oriented E-mail Marketing Provider for Third Consecutive Year

Independent Report Cites e-Dialog's Usable and Innovative Tools, Quality of Strategic and Tactical Services, and Overall Business Value as Key Reasons for this Achievement

LEXINGTON, Mass., and LONDON, March 4, 2008 – JupiterResearch, in its recently released report, "E-mail Marketing Buyer's Guide, 2008: E-mail Service Provider Evaluation" (March 3, 2008), named e-Dialog the top performing e-mail marketing service provider among service-oriented ESPs for the third year in a row. This recognition comes on the heels of being named a leader in the December 2007 Forrester Wave: Email Marketing Service Providers, Q4 2007 and is further evidence that e-Dialog is a foremost choice for enabling enterprise-level businesses to harness important customer insight in relevant, results-driven e-mail marketing programs.

Securing the highest score for top performing e-mail marketing providers among service-oriented ESPs based on business value, lead analyst and research director David Daniels states in this year's report, "e-Dialog has once again solidified its position as the leader of the service-oriented ESP market segment."

"We are incredibly proud of this recognition from JupiterResearch as it further validates our accomplishment of building a best-of-breed e-mail service provider for our clients," said John Rizzi, chief executive officer for e-Dialog. "As marketers become more sophisticated in their e-mail efforts, we continue our unwavering commitment to providing them with advanced features and experienced services that allow them to easily create a more engaging, real-time experience for their customers."

The report recognizes e-Dialog for having dramatically increased its client count, personnel, and application feature set with usable and innovative tools, citing the company's Precision Central offering as providing powerful tools that allow marketers to quickly query segments and content to determine the best content to present to each segment. The report also states that e-Dialog continues to get high marks from its clients in the areas of service responsiveness and the quality of strategic and tactical services, and goes on to say that its recent acquisition by GSI Commerce Inc. further underscores the value that e-Dialog can deliver.

JupiterResearch's report included an in-depth evaluation of 32 e-mail service providers, including 8 service-oriented ESPs, on 340 data points collected in 20 different categories such as professional services, application features, functionality and usability, and technology integration. ESPs in the service-oriented market segment also deploy self-service and collaborative service solutions and are additionally considered enterprise-level providers.

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 is a wholly owned subsidiary of GSI Commerce Inc. (Nasdaq: GSIC) with offices in Boston, London, New York and Seattle.

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