



FOR IMMEDIATE RELEASE

e-Dialog UK Appoints New Vice President

LONDON, July 14, 2008 – e-Dialog, a proven provider of advanced e-mail marketing services and solutions, today announced it has appointed Sharon Head as vice president of account services, EMEA (Europe, Middle East and Africa).

Based in London, Sharon becomes e-Dialog's first vice president outside of the United States. Sharon will lead the company client services and satisfaction efforts for the clients in EMEA. These clients include Boots, Expedia, Hewlett Packard, British Airways, Reuters and the Royal Bank of Scotland group of companies.

"e-Dialog continues to aggressively expand its operations across Europe, and Sharon's appointment as vice president will be pivotal in allowing us to grow without losing our focus on, and reputation for, superb client service and strategic consultancy," notes Simone Barratt, managing director for e-Dialog UK Ltd. "Sharon is a recognized thought-leader in the retail CRM space and her industry knowledge, expertise and contacts will be invaluable for both our existing brands and new clients in the retail sector."

Sharon has spent more than a decade in digital direct marketing working primarily in the U.S. Prior to joining e-Dialog, she was director of CRM at The Children's Place, a \$2 billion children's wear retailer. Previously, Sharon was director of direct marketing at Ann Taylor, one of America's leading women's fashion chains.

"What attracted me to e-Dialog was its reputation for being much more than a great e-mail marketing services provider and being very respected by its blue-chip clients for its high-level consultative approach," commented Sharon Head. "As somebody who thrives in helping brands to solve their digital marketing challenges, I am very much looking forward to leading the development of new solutions and services at e-Dialog that can meet the realities of marketing today."

About e-Dialog

Established in 1997, e-Dialog is a proven provider of intelligent e-mail marketing solutions. Through a unique combination of strategic services and relevance enabling technologies, e-Dialog empowers marketers to take meaningful action on their data in order to deliver contextually targeted communications to customers. Some of the world's most recognized brands, including 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, have partnered with e-Dialog to enhance their permission-based e-mail marketing efforts and maximize long-term customer value.

e-Dialog was named a leader in the December 2007 Forrester Wave: Email Marketing Service Providers, Q4 2007, and for the third consecutive year received top placement among service-oriented ESPs from JupiterResearch. 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).

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