



**FOR IMMEDIATE RELEASE**

***BtoB* Magazine Names e-Dialog president and CEO  
to Who's Who in B-to-B 2008**

*Annual List Recognizes Key Thought Leaders in Business-to-Business Marketing*

**LEXINGTON, Mass., July 25, 2008** – e-Dialog, a proven provider of advanced e-mail marketing services and solutions, announced today that president and CEO John Rizzi has been recognized as an industry thought leader by *BtoB* Magazine as part of the publication's Who's Who in B-to-B 2008.

Each year *BtoB* Magazine selects key thought leaders and movers and shakers across the broad spectrum of the marketing world for its list. This year, categories included marketers, agencies, direct and database, e-mail, search marketing, business media, services, analysts and associations. Nominations are submitted by readers, marketing organizations, industry experts and *BtoB*'s editorial staff.

"I'm very proud to have earned a place on *BtoB*'s list of the most influential marketers in the industry," shared Rizzi. "This is an honor I credit to everyone at e-Dialog, who are passionate about helping our clients realize their e-mail marketing goals through relevance-enabling strategies and technologies."

Since joining e-Dialog in 1999 John has dedicated himself to the success of e-mail marketing, including his 2003 testimony before Congress on the ethical and legal effects of commercial e-mail. His commitment to high standards has helped e-Dialog garner top ratings from industry analysts, including Forrester Research and JupiterResearch. Business-to-business clients like the National Association of REALTORS® and Network Solutions have reaped the benefits of John's vision that relevant e-mail would deliver on the promise of a true one-to-one marketing communications vehicle.

**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).

For more information, visit [www.e-dialog.com](http://www.e-dialog.com) or contact Arthur Sweetser at 781-372-3353 or Peter Duffy at +44 (0) 20 7659 2716.

# # #

e-Dialog media contact:

Jean Borgman

(508) 451-5944

[jborgman@e-dialog.com](mailto:jborgman@e-dialog.com)