

**FOR IMMEDIATE RELEASE**

**e-Dialog's Fifth Annual Client Summit Attracts World-Class Brands and Industry Thought Leaders**

*Speakers Include Harrah's Entertainment Katrina Lane as Keynote; Andy Sernovitz on Word of Mouth Marketing for E-mail Marketers; and Marketers from AirTran Airways, Publishers Clearing House, the TJX Companies and More*

**LEXINGTON, Mass., September 22, 2008** – e-Dialog, provider of advanced e-mail marketing services and solutions, today announced its 2008 Client Summit line-up. The exclusive event provides strategic, practical advice on e-mail marketing to marketers at all levels and in a variety of vertical markets, as well as invaluable peer-to-peer networking opportunities. This year's summit, attracting a record number of registrants, will be held at the Seaport Hotel and Conference Center in Boston on September 24-26.

Harrah's Entertainment vice president of channel marketing, Katrina Lane, will be the keynote speaker on the opening day. Ms. Lane, who is responsible for multichannel marketing, online marketing, and customer communication management initiatives for the company's more than 40 casinos, will explain how Harrah's leverages rich customer data via its Total Rewards program to customize communications with customers.

"Harrah's is pleased to partner with e-Dialog both at the conference and in our e-mail marketing efforts," commented Ms. Lane. "I look forward to sharing how our Total Rewards program engages customers and how we use data for loyalty-generating marketing campaigns. The summit will be a great opportunity to share and learn best practices in e-mail marketing."

Additional e-Dialog 2008 Client Summit highlights include:

- Andy Sernovitz, author of *Word of Mouth Marketing: How Smart Companies Get People Talking*, and lecturer at Northwestern University, will show attendees how e-mail marketing can make the most of the word of mouth marketing movement brought on by blogs, social networks and consumer-generated media.
- Julie Katz, analyst from Forrester Research, will lead a workshop titled, "The Roadmap for E-mail Marketing Success," designed to provide attendees with actionable advice on how to improve their e-mail marketing campaigns.
- Arthur Middleton Hughes, e-Dialog strategist and database marketing expert, will teach marketers how to calculate the ROI of their e-mail marketing programs to demonstrate their importance and effectiveness to senior management. Attendees will learn about metrics such as net profit from e-mail operations, value of an e-mail address, and cost per delivered e-mail, open, click and conversion. In another session, Hughes will educate marketers on injecting value into transactional e-mails to build customer loyalty and sales.

- e-Dialog experts and clients, including representatives from AirTran Airways, Dell, Expedia EMEA, the National Football League, Publishers Clearing House and the TJX Companies, will hold breakout and roundtable sessions on topics such as leveraging multichannel data to drive relevant e-mail marketing, optimizing data and content in a multibrand, multimarket environment, and empowering consumer control over e-mail frequency and content.
- Other sessions will include practical advice on topics such as incorporating user-generated content into e-mail, the role of e-mail in a slowing economy, the best use of preference centers, the importance of a 360-degree customer view, and effective testing.

“Our client summit is always educational, inspirational and extremely collaborative, but I’m more excited than ever about this year’s conference,” stated John Rizzi, president and CEO of e-Dialog. “The agenda is designed exclusively for our clients based on their direct input, and attendees can expect to leave with the knowledge and tools to improve their business and take their e-mail programs to the next level of relevance. The content is top-quality, the opportunities to learn from peers are endless, and it’s always a lot of fun.”

### **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 AirTran Airways, 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 is recognized as a leader by the industry’s foremost independent analysts. Most recently and for the third consecutive year, e-Dialog 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