



FOR IMMEDIATE RELEASE

e-Dialog Welcomes Renee Pecor as Senior Vice President of Human Resources

Pecor Brings Experience in Organizational and Employee Management to Thriving E-mail Marketing Service Provider

LEXINGTON, Mass., and LONDON, November 4, 2008 – e-Dialog, a proven provider of advanced e-mail marketing services and solutions, is pleased to announce that Renee Pecor has joined the company as senior vice president of human resources. In this newly-created role, Ms. Pecor will support organizational and employee development as the company continues to grow and mature.

“Adding Renee to the e-Dialog executive team is very exciting for us,” noted John Rizzi, e-Dialog president and CEO. “We have always acknowledged that our employees are our most important asset and we would not be where we are today without their efforts. As a growing company, we recognize the need for an increased focus on developing and implementing best practice people-management programs and systems, as well as on attracting and retaining the best employees. Renee’s role will be vital in promoting future company growth by continuing to build a high-performance organization and a fabulous place to work.”

In her recent roles, Ms. Pecor was vice president of organizational development for Sonnax Industries, a manufacturing company, and vice president of human resources for Newmarket International, a software provider for the hospitality and entertainment industries. In these roles, Pecor focused on international expansion, growth of remote teams, and integration of employee performance-management philosophy and practice. Pecor began her career more than 20 years ago in human resources in the non-profit and insurance sectors.

“e-Dialog represents a really unique opportunity,” said Ms. Pecor. “It’s a different energy and type of person who chooses to work for a high-growth entrepreneurial company, and I enjoy that. My goals are to support company growth through smart policies and structure, and support individual career growth, at the same time retaining the culture that makes e-Dialog such a successful company and great place to work.”

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).

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