

FOR IMMEDIATE RELEASE

e-Dialog Honored in Globe 100's Top Places to Work

Rankings Based on Employee Opinions of Work Environment and Perks

LEXINGTON, Mass., November 10, 2008 – e-Dialog, a proven e-mail marketing service provider with offices in Boston, New York, Seattle and London, today announced it has been named to the Globe 100's Top Places to Work. The list recognizes the most progressive companies based on an exhaustive employee survey measuring opinions about company leadership, compensation and training, diversity/inclusion, career development, family-friendly flexibility, and values and ethics. The Globe 100's Top Places to Work magazine was published in *The Boston Sunday Globe* on November 9.

“Since our founding, e-Dialog has focused on creating a workplace environment where opportunities abound for our employees. Our explosive growth over the last five years, with all its challenges and opportunities, has allowed the many superstars at e-Dialog to rapidly build their careers and make a real difference in our industry,” stated John Rizzi, president and CEO of e-Dialog. “As part of our promise to our employees, we help guide them toward their career objectives, keep them challenged, and enable them to invent their own future through new roles and responsibilities, promotions, cross-training and transfers to other offices of ours, or even onsite with our clients.

“This award belongs to all e-Dialog employees, whose passion, enthusiasm and dedication to excellence have earned the company this distinction. I am proud to join them in celebrating this outstanding achievement,” continued Rizzi. “Each one of e-Dialog's global offices is truly a great place to work and we will continue to focus on creating a high energy, positive, challenging workplace so that our employees are thrilled to come to work every day.”

The publisher of *The Boston Globe* Steve Ainsley stated, “All the companies included in the Globe 100's Top Places to Work deserve a great deal of recognition. It's clear that they value their employees and make it a priority to create a positive workplace.”

The rankings in the Globe 100's Top Places to Work are based on survey information collected by Workplace Dynamics, an independent company specializing in employee engagement and retention, from 70,000 employees at about 300 Massachusetts organizations. The report honors private and publicly-held companies as well as non-profit organizations.

To qualify for the Globe 100's Top Places to Work, a company must have more than 100 employees in Massachusetts. Qualified companies accepted an invitation to participate. Rankings were composite scores calculated purely on the basis of employee responses.

With robust demand for e-Dialog's e-mail marketing services and solutions, the company now employs approximately 350 people worldwide and continues to grow its workforce. Potential applicants can learn more about job opportunities on the careers section of our [Website \(www.e-dialog.com/hr/we_are.html\)](http://www.e-dialog.com/hr/we_are.html), on our [Facebook](#) page, or our UK careers [blog](#).

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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