

**FOR IMMEDIATE RELEASE**

**e-Dialog Appoints Laura Saati to Lead Global Retail Practice**

*Top Strategic E-mail Service Provider Augments Company's Retail Database Marketing Expertise to Help Clients Drive Greater Performance*

**LEXINGTON, Mass., and LONDON, January 27, 2009** – e-Dialog, a proven provider of advanced e-mail marketing services and solutions, has appointed Laura Saati as group director, retail. With more than 20 years of experience, Saati enhances e-Dialog's strong retail practice with her significant expertise in developing customer relationship management (CRM) solutions for retail companies, including national and regional off-price, discount, specialty and department stores.

"e-Dialog is leading the strategic e-mail marketing charge in the retail industry, as brands look to an established partner that has the technology, vision and expertise to get the most out of their marketing dollars," said Arthur Sweetser, chief marketing officer for e-Dialog. "Adding to our deep strengths in data management across multiple channels, Laura's combination of retail, database and e-mail marketing competence is exactly what companies need to move their e-mail programs to the next level. We are excited that she will drive change that will keep our retail clients on the leading edge of performance."

Saati will lead e-Dialog's successful global retail practice by advancing results-driven e-mail and cross-channel marketing initiatives for the company's retail client base, which currently consists of more than 100 brands. She will partner with retailers and their account teams to create, measure and maximize programs that drive greater return on investment and exceed performance goals. Saati will also work closely with e-Dialog engineering and product development teams to ensure that e-Dialog solutions continue to meet the evolving needs of multichannel retailers.

"Laura is a key element of a new international growth initiative that focuses on the retail sector. As our client base in this segment continues to grow, both directly and as a result of working with GSI Commerce clients, Laura's appointment further strengthens our strategic retail capabilities," stated Sharon Head, vice president of account services for e-Dialog EMEA (Europe, Middle East and Africa).

Before joining e-Dialog, Saati served as vice president of account services for Harte-Hanks Direct Marketing where she managed integrated, cross-functional database teams to deliver complex, large-scale, customized, multichannel CRM solutions. She was responsible for providing strategic consultation to retailers in the areas of data optimization and industry best practices, ensuring clients received the maximum value from their marketing database investment. She also held roles as senior account manager; business manager, systems and database technology; and client development manager for Harte-Hanks. Saati holds a BA from Texas A&M University.

Commenting on her appointment Saati said: "In retail e-mail marketing, I see enormous value in being able to access and use critical customer data that turns revenue-

generating opportunities into sales. e-Dialog is a true leader in its field, and I'm excited to help our clients continually refine campaigns and improve results."

**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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