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Independent Research Firm Recognizes Three e-Dialog Clients for E-mail Marketing Excellence

e-Dialog's clients take home more MarketingSherpa awards than any other e-mail service provider's; AirTran Airways, British Airways and the National Hockey League win for relevant e-mail marketing that drives valuable results

LEXINGTON, Mass., April 6, 2009 – e-Dialog, a proven provider of advanced e-mail marketing services and solutions, is proud to announce that three client campaigns have won awards from MarketingSherpa, a research firm focused on tracking successful marketing ideas and tactics in e-mail. The awards were announced at the MarketingSherpa E-mail Summit '09, held in Miami, Fla. on March 16, 2009. More than 350 campaigns were submitted for consideration this year and winners were selected based on results, strategy, and execution.

e-Dialog chief marketing officer Arthur Sweetser commented on the awards, "It's a true honor for us to have our clients' campaigns recognized for excellence in e-mail marketing. Relevance is not always easy to achieve, so it's wonderful to see our partners getting the accolades they deserve for their hard work and dedication."

The National Hockey League was awarded Gold in the Business-to-Consumer Best Promotional Blast or Lead Generation category for its 2009 Tickets On Sale campaign. Using only the fan's zip code and favorite team, the NHL was able to create a customized message showcasing upcoming games in the fan's home market for their favorite team. For example, fans of the Boston Bruins living in Philadelphia will receive an e-mail promoting upcoming games in which the Bruins are playing the Philadelphia Flyers in Philadelphia.

Amie Ray, senior manager, direct marketing at the NHL noted, "As part of our ongoing initiative to develop one-to-one fan communications, we created this campaign to speak not only to hometown fans, but also to the 50 percent of fans who live outside their favorite team's home market, and the fans really responded. We'd like to thank MarketingSherpa for recognizing our efforts, and e-Dialog for helping us create and deploy this award-winning campaign."

AirTran Airways, a leading US low-fare airline, won Silver in the Business-to-Consumer Best (or Most Dramatic) Test You Learned From category for its recent initiative which tested incorporating personalized customer data as well as various creative elements into a new e-mail template for the A+ Rewards frequent flyer program. The program has resulted in a 70 percent increase in clicks, a 50 percent decrease in unsubscribe requests, as well as incremental revenue.

Andrew Chang, AirTran's manager of marketing strategy, shared, "I am very excited our testing program was chosen as a winner. As marketers we're always encouraged

to test, test, test and it can be daunting. With e-Dialog's help, we were able to develop a plan, execute the tests and implement changes that have increased customer engagement with our brand."

In the Business-to-Consumer category of Best Personalized Triggered E-mail, British Airways won the Silver award for its Trip Guide e-mail. The Trip Guide is a message sent after a customer has booked a flight and provides information relevant to the customer's trip. The e-mail provides information on their destination, including hotels, rental cars, and sightseeing. It also provides a direct link to ba.com where the consumer can manage their booking. The program recouped the implementation cost quickly and has been very well accepted by British Airways customers.

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, British Airways, CBS, 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 one of the only e-mail service providers consistently recognized by top analyst firms for both outstanding service and first-class technology. 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.

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