

FOR IMMEDIATE RELEASE

L'Occitane Achieves 2500% Increase in Revenue per E-mail with Coremetrics and e-Dialog

SAN MATEO, Calif., and BURLINGTON, Mass., – June 24, 2009 – [Coremetrics](#), the leader in marketing optimization, and [e-Dialog](#), the proven provider of advanced e-mail marketing services and solutions, today announced that L'Occitane en Provence, a high-end lifestyle brand selling [natural beauty products](#), is achieving dramatically improved e-mail results since integrating Coremetrics LIVE-mail™ with e-Dialog's e-mail marketing platform. The Coremetrics/e-Dialog combination enables L'Occitane to segment customers based on behavior and deliver targeted messages based on product affinities. The company reports that conversion was 17 times higher and revenue per e-mail 25 times higher for a group receiving targeted e-mail when compared to a control group.

“On a daily basis, LIVE-mail feeds product-level data on browsing, carting, abandonment and purchases into the e-mail platform, enabling us to do on-the-fly segmentation in the e-Dialog analytics tool, Insight Builder, and respond in a timely manner to customer interactions on our site,” said Matt Kritzer, director of ecommerce at L'Occitane. “The result is highly personalized, highly relevant e-mail campaigns that engage customers more readily and encourage repeat purchases.”

L'Occitane reports that the joint solution is also allowing marketers to more closely reflect the highly experiential environment of L'Occitane boutiques through the e-mail channel. In the past, for example, marketers were unable to feature all in-store offers through e-mail because of limited e-mail “shelf space.” With Coremetrics and e-Dialog, marketers can now match in-store offers to customer segments that have demonstrated a clear product affinity, thereby driving incremental sales that enhance the bottom line.

“Independent research shows that consumers today are overwhelmed by the volume of e-mail they receive,” said Jeff Schmidt, senior vice president of worldwide sales and services, Coremetrics. “Increasing e-mail frequency adds to inbox clutter. Coremetrics and e-Dialog have integrated their solutions to enable retailers such as L'Occitane to increase the relevance of e-mail through more effective segmentation and testing of content and offers. As a result, they can benefit from increased customer engagement, higher revenue and higher ROI.”

“Deep insight into customers' preferences and inclination to buy, as well as fast access to the data, is absolutely essential for companies to improve their ability to execute more productive e-mail campaigns,” added John Rizzi, e-Dialog president and CEO. “Making behavioral data immediately actionable through e-mail motivates customers to act and generates improved campaign results. Our partnership with Coremetrics makes

this easy for clients like L'Occitane to build value in their programs and maximize customer loyalty and sales.”

About L'Occitane en Provence

For more than 30 years, the fields of Provence and the traditions and techniques of this unspoiled land have been the secret and inspiration behind L'Occitane beauty products. L'Occitane has drawn inspiration from Mediterranean *art de vivre* and traditional Provençal techniques to create natural beauty products devoted to well-being and the pleasure of taking care of oneself. The company markets its products through boutiques in more than 70 countries around the world as well as through its usa.loccitane.com website.

About Coremetrics

Coremetrics is the leader in marketing optimization. Its products help businesses relentlessly optimize their marketing programs to make the best offer, every time, anywhere, automatically. More than 1,900 online brands globally, transacting more than \$20 billion this year, use Coremetrics' Software as a Service (SaaS) to optimize their online marketing. Coremetrics' solutions encompass advanced online analytics and integrated marketing optimization applications, including search engine bid management, e-mail targeting, ad impression attribution and cross sell recommendations to acquire customers more cost effectively, increase conversion rates, and increase lifetime customer value. Coremetrics is consistently recognized by industry analysts and thought leaders, and in 2008 was named to Deloitte's Technology Fast 50 Program for Silicon Valley Internet, Media, Entertainment and Communications companies. The company is privately held with funding from Accel Partners, FTV Capital and Highland Capital Partners, and is headquartered in San Mateo, California.

To learn more about Coremetrics, visit www.coremetrics.com or call 866-493-2673.

Coremetrics has strongly supported online privacy since its inception. To learn more, visit www.coremetrics.com/privacy.

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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