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e-Dialog Introduces Web Services for E-mail Marketers

Provides Seamless Integration with Third-Party Applications, Data Sets and Systems for Sending Automated and Highly Targeted E-mail Campaigns

Burlington, Mass., July 14, 2009 – [e-Dialog](#), the proven provider of advanced e-mail marketing services and solutions, today announced the availability of e-Dialog Web Services. An effective way for organizations to integrate e-Dialog's e-mail marketing platform with other business or IT applications, such as content management, Web analytics, and CRM, e-Dialog Web Services will help marketers seamlessly create targeted e-mail campaigns fully integrated with their company's systems and business workflow processes.

"Every e-mail marketer has some special characteristics about their business model, data sources, and marketing needs that don't fit perfectly into their e-mail campaign management and reporting tools. While we've always solved these challenges for our clients with our technical service teams we are now empowering marketers who have sufficient technical resources to build their own unique solutions on our platform," commented John Rizzi, president and CEO of e-Dialog. "With e-Dialog Web Services we have unlocked the full potential of our extensive platform so as to offer our clients the choice to develop their own interconnects or to use our technical services to do it for them. This will maximize their e-mail marketing investments."

e-Dialog Web Services is a software developer's kit that enables interoperability between e-Dialog's e-mail technology platform of e-mail campaign management, analysis, segmentation and reporting tools and an organization's business and IT marketing/messaging platforms. This enables developers to more quickly and effortlessly build custom applications that allow campaign, content management and data integration tasks to be performed programmatically from the IT system. For example, e-Dialog client eCrush, a unit of Hearst Corporation, currently uses the technology to send 47 different triggered e-mails, including transactional messages, while managing multiple message queues.

"With direct connections between our disparate platforms and e-Dialog's tools, we are able to make better use of customer data and insights to become stronger e-mail marketers," commented Sharon Bailey Romano, e-mail marketing director, Hearst Digital Media. "e-Dialog's introduction of Web Services is the latest in a long string of ways the e-mail service provider is leading us toward more advanced and productive e-mail marketing efforts."

For more information on e-Dialog Web Services, please download the white paper: [Powerful Precision: E-mail Marketing Meets Web Services](#) at <http://www.e-dialog.com/download/signup2.cfm>.

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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