



**FOR IMMEDIATE RELEASE**

## **e-Dialog Supports Strong Growth with New and Expanded Global Corporate Headquarters**

**Burlington, Mass., August 31, 2009** – [e-Dialog](#), a proven provider of advanced e-mail marketing services and solutions, today announced it has expanded its worldwide corporate headquarters by more than 50 percent. The company, previously based in Lexington, Mass., recently relocated into 47,426 square feet of office space at Network Drive at the Northwest Park corporate campus in Burlington.

Based in the Boston area since 1997, e-Dialog is a top, enterprise-class e-mail service provider (ESP) to more than 100 blue-chip companies in the U.S. and Europe. The company is a wholly owned subsidiary of GSI Commerce Inc. (NASDAQ: GSIC) and a part of GSI's Interactive Marketing Services segment, which had \$104.5 million in net revenues and \$21.1 million in operating income before depreciation, amortization and stock-based compensation expense during the trailing four-quarters ended July 4.

“Even in this difficult economic climate, many companies are advancing their use of e-mail marketing as the ultimate way to communicate and build long-term, profitable relationships with their customers,” stated John Rizzi, president and CEO of e-Dialog. “e-Dialog offers these companies a suite of intelligent e-mail marketing solutions to take advantage of this opportunity, and as such, is growing. We are pleased to be moving our base operations to a modern office campus where our employees will enjoy a dynamic work environment with first-class amenities from a dependable employer.”

e-Dialog will occupy the entire fourth floor of the building at 65 Network Drive, which was designed and built to institutional quality standards incorporating state-of-the-art, energy-saving systems and operations geared toward efficiency and promoting conservation.

In addition to the Burlington move, e-Dialog has expanded its entire workforce and physical presence globally in the last 18 months. The company recently more than tripled its office space in New York City by moving into 7,300 sq. ft. at 1350 Broadway in Manhattan, expanded into additional space in Seattle last December, and nearly tripled its footprint in London in January 2008.

### **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 Budget Group, 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](http://www.e-dialog.com).

#### **About GSI Commerce**

GSI Commerce® ([www.gsicommerce.com](http://www.gsicommerce.com)) is a leading provider of services that enable e-commerce, multichannel retailing and interactive marketing for large, business-to-consumer (b2c) enterprises in the U.S. and internationally. We deliver customized e-commerce solutions through an e-commerce platform, which is comprised of technology, fulfillment and customer care. We offer each of the platform's components on a modular basis, or as part of an integrated, end-to-end solution. We also offer a full suite of interactive marketing services through two divisions, gsi interactive<sup>sm</sup> and e-Dialog Inc. ([www.e-dialog.com](http://www.e-dialog.com)).

#### **Forward-Looking Statements**

This news release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. All statements made in this release, other than statements of historical fact, are forward-looking statements. Actual results might differ materially from what is expressed or implied by these forward-looking statements. Additional information about potential factors that could affect GSI Commerce can be found in its most recent Form 10-K, Form 10-Q and other reports and statements filed by GSI Commerce with the SEC. GSI Commerce expressly disclaims any intent or obligation to update these forward-looking statements.

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