

FOR IMMEDIATE RELEASE

***BtoB* Magazine Names e-Dialog President and CEO
to Who's Who in B-to-B for Second Consecutive Year**

Annual List Recognizes Key Thought Leaders in Business-to-Business Marketing

Burlington, Mass., September 8, 2009 – e-Dialog, a proven provider of advanced e-mail marketing services and solutions, today announced that president and CEO John Rizzi has been recognized for the second consecutive year as an industry thought leader by *BtoB* magazine as part of the publication's annual Who's Who in B-to-B 2009.

Each year *BtoB* magazine selects key thought leaders and movers and shakers across the broad spectrum of the marketing world for its list. This year, the report focused on nine categories: marketers, agencies, direct, e-mail, search marketing, business media, services, events and associations. Nominations were submitted by readers, marketing organizations, industry experts and *BtoB*'s editorial staff.

"Being named a leader in the e-mail marketing industry for the second consecutive year is a real honor," shared Rizzi. "It's great to be recognized, and I give the lion's share of the credit to all e-Dialog employees, without whom we would not be able to achieve the level of influence that *BtoB* magazine celebrates with this award."

Over the past year John has continued to guide e-Dialog in the development of tools and strategies designed to help clients realize the full potential of e-mail as a marketing channel and deliver on the promise of relevant, one-to-one marketing. Milestones along this path include the release of a major upgrade to e-Dialog's flagship suite of products, Precision Central, and a new white paper titled, "[Are You Relevance Ready? Identifying and Applying the Raw Materials of Relevance](#)," which can be downloaded 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 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 or contact Arthur Sweetser at 781-372-3353 or Peter Duffy at +44 (0) 20 7659 2716.

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e-Dialog media contact:

Jean Borgman

(508) 451-5944

jborgman@e-dialog.com