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e-Dialog Targets E-mail Marketing Aimed at Building and Enhancing Customer Loyalty for JetBlue Airways

E-mail Service Provider Helps Airline's Campaigns Soar with Automation, Preference and Behavior-Based Messaging

Burlington, Mass., Oct. 5, 2009 – [e-Dialog](#), a proven provider of advanced e-mail marketing services and solutions, today announced that it is working with JetBlue Airways (NASDAQ: JBLU) to deliver relevant e-mail communications to the airline's customers.

The two companies have formed a collaborative relationship in which JetBlue self-deploys its e-mail campaigns while also taking advantage of e-Dialog's value-added strategic, technical, and data services and expertise. The partnership reflects the airline's goal of building competitive differentiation in its e-mail programs by utilizing customer preference and behavioral data in individualized, real-time messaging.

"Each of our customers is unique and valuable, and we want to respect these attributes in our e-mail communications," commented Danielle Compitello, e-mail marketing manager for JetBlue. "e-Dialog possesses a set of high core values and understands the need for truly personalized communications. As such, they are helping us create precisely relevant messages. Furthermore, the account servicing offered by e-Dialog is unmatched by other e-mail marketing providers."

In addition to helping JetBlue deploy its promotional, transactional, and triggered messages, e-Dialog is also helping to improve the airline's production efficiencies by automating several of its processes, including data integration, content management, segmentation, and dynamic custom publishing. E-mail will also play an integral role in JetBlue's revamped TrueBlue loyalty program, to be launched in November, where the airline will have many more relevant offers to communicate to customers.

"JetBlue is one of the most customer-driven airlines in the world and we are proud to help them further distinguish their company by utilizing best-in-class e-mail marketing practices," stated John Rizzi, president and CEO of e-Dialog. "As the volume of e-mail continues to grow, now is the time for world-class brands like this to step up the relevance of their programs and earn the right to be let into consumers' mailboxes."

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, PETCO, 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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