

**FOR IMMEDIATE RELEASE**

**e-Dialog Honored in Globe 100's Top Places to Work  
for Second Consecutive Year**

*Rankings Based on Employee Opinions of Work Environment and Perks*

**Burlington, Mass., Nov. 9, 2009** – e-Dialog, a proven e-mail marketing service provider with offices in Boston, New York, Seattle and London, today announced it has been named to the Globe 100's Top Places to Work for the second consecutive year, ranking 42 overall. The list recognizes the most progressive companies based on an exhaustive employee survey measuring opinions about company leadership, compensation and training, diversity/inclusion, career development, family-friendly flexibility, and values and ethics. The Globe 100's Top Places to Work '09 magazine was published in *The Boston Sunday Globe* on Nov. 8. Online, the report can be found at [www.boston.com/topworkplaces](http://www.boston.com/topworkplaces).

"Even in this bad economy we've experienced a tremendous amount of growth at e-Dialog, including increasing our workforce by more than 75 people and moving to our new global headquarters in Burlington. During this time, we demonstrated our commitment to employees by significantly expanding our Human Resource department and investing heavily in training and career growth," shared John Rizzi, e-Dialog president and CEO. "We continue to focus on what makes e-Dialog a great place to work."

"We aim to provide an interesting, supportive work environment that gives our employees the opportunity to continually succeed and learn new skills," remarked Renee Pecor, senior vice president of Human Resources. "We do this through training classes, mentoring, quarterly recognition programs, promoting from within, and transfers between departments and even between offices internationally. We're very proud to have high employee retention rates because it means we have happy employees, which makes for happy clients, which feeds our growth."

The publisher of *The Boston Globe* Steve Ainsley stated, "The companies included in the Globe 100's Top Places to Work have succeeded in creating a positive workplace for their employees in the midst of the uncertainties of the general economy. I congratulate each of them for an outstanding accomplishment."

Produced by the same team that compiles the 22-year old Globe 100 report of the best-performing public companies in Massachusetts, the Top Places to Work recognizes the most progressive companies in the state based on employee opinions about company leadership, compensation and training, diversity/inclusion, career development, family-friendly flexibility, and values and ethics. Private companies and nonprofits as well as publicly-held businesses were included in the analysis.

The rankings in the Globe 100's Top Places to Work are based on survey information collected by Workplace Dynamics, an independent company specializing in employee engagement and retention, from 86,000 employees at 269 Massachusetts organizations. This marks the second year that a Globe 100 report has honored private as well as publicly-held organizations.

With robust demand for e-Dialog's e-mail marketing services and solutions, the company now employs approximately 425 people worldwide and continues to grow its workforce in all regions. Potential applicants can learn more about the company's unique perks, like inter-office Bingo games, in the supplement published November 8, or by visiting our [Facebook](http://www.Facebook.com/eDialog) page ([www.Facebook.com/eDialog](http://www.Facebook.com/eDialog)) or our profile on [LinkedIn](http://www.linkedin.com/companies/e-dialog), (<http://www.linkedin.com/companies/e-dialog>), and can view job opportunities on the careers section of our [Website](http://www.e-dialog.com/hr/we_are.html) ([www.e-dialog.com/hr/we\\_are.html](http://www.e-dialog.com/hr/we_are.html)), or our UK careers [blog](#).

### **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, CVS/pharmacy, 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 the 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) or contact Arthur Sweetser at 781-372-3353 or Peter Duffy at +44 (0) 20 7659 2716.

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