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RCI and e-Dialog to Present at DMA '09 Conference

Session to Detail how Global Leader in Timeshare Vacation Exchange Creates Automated, Customer-focused E-mail Communications to Drive Marketing ROI

Burlington Mass., Oct. 13, 2009 – e-Dialog, provider of advanced e-mail marketing services and solutions, today announced that Phil Brojan, vice president of RCI North America Marketing, and e-Dialog senior strategist Arthur Middleton Hughes will present the session, “RCI Gets Relevant: Triggered E-mail Alerts Increase ROI, Decrease Costs” at 11:15 a.m. (PDT) on Oct. 20 during the DMA09 Conference & Exhibition at the San Diego Convention Center.

Brojan and Hughes will discuss how RCI uses customer data and preferences to create relevant, automated e-mail programs that speed up the vacation planning process for RCI members, resulting in lower operating costs for the company. The presentation will discuss the development and execution of RCI’s triggered e-mail programs such that attendees will learn how to apply similar advantageous principles to their e-mail efforts, as well as how to evaluate their customer databases for actionable, relevance-enabling information.

“We have been able to harness the power of technology and automation in our e-mail programs to simplify vacation planning for our members,” Brojan said. “We are proud to be presenting our successes with e-Dialog, which has helped us create this cost-effective solution that allows us to be more focused on our members while enhancing our response and conversion rates.”

RCI is the global leader in vacation exchange, offering week-for-week and points-based exchange memberships. With more than 4,500 affiliated resorts in approximately 100 countries, RCI’s more than 3.8 million members have access to numerous vacation exchange opportunities.

About DMA09 Conference & Exhibition

The DMA09 Annual Conference & Exhibition, the Global Event for Integrated Marketing, is the world’s largest gathering of multichannel marketing professionals. DMA09, which will be held October 17-22 in San Diego, will feature keynote presentations, educational sessions, roundtables, case studies, white papers, and research reports. DMA09’s exhibit hall will feature hundreds of exhibiting companies.

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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