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e-Dialog Honored with Two W³ Awards for Creative Excellence in Web Marketing

E-mail Marketing Campaigns by e-Dialog and PETCO Recognized by International Academy of Visual Arts

BURLINGTON, Mass., November 16, 2009 – [e-Dialog](#), a proven provider of advanced e-mail marketing services and solutions, is proud to announce that it has been honored with [two W³ Awards](#) by the International Academy of Visual Arts (IAVA). The awards recognize creative excellence in Web marketing programs from among the best interactive agencies, designers and creators worldwide. Winners were announced on October 8 in Los Angeles. Nearly 3,000 entries were received and winners were selected based on a standard of excellence determined by the IAVA.

An e-mail marketing campaign built around PETCO's Think Adoption First program was awarded Silver in the online campaign medium, shopping category. The campaign is an educational series aimed at new pet parents who have recently adopted from PETCO, a leading specialty retailer of premium pet food, supplies, and services. The e-mail program is based on a series of messages segmented into 11 different pet categories determined by the type of pet adopted. Each segment receives an article and customized coupons for products specifically used for the appropriate pet type. PETCO identified an opportunity to reach out to new customers, and with the help of e-Dialog, the company has seen positive results.

e-Dialog was also honored with a Silver award in the e-mail marketing medium, self-promotion category for its 2008 Holiday Card. The card was a fun, light-hearted, and interactive season's greeting to e-Dialog clients during the taxing fourth-quarter. Sent via e-mail, the approach was multi-pronged. The e-card was animated with music, falling snowflakes and had a personalized subject line, greeting and signature. A charitable element was also integrated, which let recipients decorate gingerbread e-mail cookies. For each cookie decorated, e-Dialog donated a dollar to Toys for Tots. The results were impressive, with more than 50 percent of those who received the message clicking through to decorate cookies.

e-Dialog chief marketing officer, Arthur Sweetser, was impressed with the recognition stating, "We strive to help our clients achieve e-mail marketing distinction both strategically and artistically. To have our work recognized for these awards is a wonderful acknowledgement of the strategic partnerships we form with our clients."

Tim Ryan, vice president of Creative Services at e-Dialog shared, "It's always great to see campaigns we created for clients chosen as among the best. It's even more significant when an internal project like the 2008 Holiday Card is singled out, because those are the times we get to experiment and stretch ourselves creatively."

The W³ Awards honor creative excellence on the Web, and recognizes the creative and marketing professionals behind award-winning sites, marketing programs, and video work created for the Web. The W³ Awards is the first major Web competition to

be accessible to the biggest agencies, the smallest firms, and everyone in between. Small firms are as likely to win as Fortune 500 companies and international agencies.

The IAVA is an invitation-only body consisting of top-tier professionals from a “Who’s Who” of acclaimed media, interactive, advertising and marketing firms. IAVA members include executives from organizations such as Alloy, Brandweek, Coach, Disney, The Ellen Degeneres Show, Estee Lauder, Fry Hammond Barr, HBO, Monster.com, MTV, Polo Ralph Lauren, Sotheby’s Institute of Art, Victoria’s Secret, Wired, and Yahoo!.

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).

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