

FOR IMMEDIATE RELEASE

e-Dialog Receives Gold Awards for Creative Excellence in Marketing Communications

Two e-Dialog Campaigns Recognized by Association of Marketing and Communication Professionals

BURLINGTON, Mass., December 21, 2009 – [e-Dialog](#), a proven provider of advanced e-mail marketing services and solutions, today announced that e-Dialog’s Creative Services team has been honored with two MarCom Awards, an international award recognizing creative excellence in marketing and communications programs and materials. Over 5,000 entries were submitted and a select few awards were granted by the Association of Marketing and Communications Professionals, an international organization consisting of several thousand creative professionals.

e-Dialog’s client newsletter *OpenDialog* was honored with Gold in the E-newsletter category. After a redesign in Summer 2009, *OpenDialog* was enhanced to provide a more visually appealing, engaging, and seamless experience for readers. By moving the table of contents above the fold and reducing the header size, readers can see more content in the preview pane. The newsletter design is also more flexible to accommodate for interactivity via polls and video and offer links to e-Dialog’s social networking channels. Tim Ryan, vice president of e-Dialog Creative Services stated, “The redesign allowed us to include more brand elements and increase the factors of relevance that we could incorporate creatively. We wanted to increase reader engagement and make sure the e-Dialog voice shines through in the newsletter, and we achieved both.”

The 2009 e-Dialog Client Summit Video was also awarded Gold in the Video/Film Meeting Open/Close category. Produced and directed completely in-house, the video opened the company’s 6th annual Client Summit. Designed to inspire attendees, the video focused on key learnings and approaches clients would gain from attending. Arthur Sweetser, e-Dialog’s chief marketing officer, felt it set the stage for the summit stating, “The innovative and fearless message portrayed to clients by e-Dialog employees truly depicted the tone we wanted to establish for our conference. It left attendees ready and eager to learn and attack the challenges before them, and to take advantage of the opportunities in a recovering economy.”

The MarCom Awards are administered and judged by the Association of Marketing and Communication Professionals. The Association oversees awards and recognition programs, provides judges, and sets standards for excellence. Winners were selected from over 200 categories in seven forms of media and communication efforts, including marketing, publications, marketing/promotion, public service/pro bono, creativity, and electronic/interactive.

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, 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 or contact Arthur Sweetser at 781-372-3353 or Peter Duffy at +44 (0) 20 7659 2716.

#

e-Dialog media contact:
Jean Borgman
(508) 451-5944
jborgman@e-dialog.com