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Industry Experts Take the Lead at e-Dialog's Precision E-Marketers Conference

Advanced Strategies for Improving E-mail Relevance and Results Top Agenda

LEXINGTON, Mass., October 25, 2005 – Aiming to foster innovative ideas and provide strategic insights to help marketers take their e-marketing campaigns to the next level, e-Dialog brought more than 70 client representatives together with leading industry authorities at the company's recent Precision E-Marketers Conference. The event, a two-day seminar featuring best practice tutorials, roundtable discussions and networking opportunities, was headlined by Shar VanBoskirk, consulting analyst with Forrester Research; David Daniels, research director for JupiterResearch; and Ginger Conlon, editor-in-chief of *1to1 Magazine*.

The most popular topics discussed at this year's conference included strategies and tactics for improving relevance, analytics, testing and optimization, loyalty programs, creative principals, and retail best practices. The sessions were very well received, with 94 percent receiving ratings of "excellent" or "interesting" in client feedback forms.

In her presentation titled, "Just Playing the E-mail Game is Not Enough: It's Time to Change the Rules," VanBoskirk noted that sophisticated service providers like e-Dialog can help marketers implement advanced strategies and measurement techniques to realize the channel's potential and determine its impact on business performance. Daniels' presentation, "What is Your Vision of E-mail Relevancy?" covered the top-five e-mail marketing trends, including relevancy, reputation services, transactional messaging, RSS (Really Simple Syndication) and market consolidation, noting that vendors specializing in automated data integration and strategic services like e-Dialog will flourish. Conlon moderated a panel on relevance with representatives from TJX, Network Solutions and Bookspan, and led a B-to-B roundtable discussion on optimizing e-marketing strategies.

"Relevance was the number one topic discussed at our client conference this year and the attendees will prosper from the ideas and lessons learned from their peers, as well as our keynote speakers," said John Rizzi, chief executive officer of e-Dialog. "In addition, this forum is an ideal opportunity for us to hear from our clients about their challenges so that we can make the appropriate investments in our services, people, applications and infrastructure going forward."

This marks the second annual Precision E-Marketers Conference sponsored by e-Dialog, which has 193 brands and 78 clients on its roster. Seventy client representatives were in attendance from market-leading companies, such as American Eagle Outfitters, Bookspan, Cendant Corporation, FilmFour, Harvard Business School Publishing, NBTY, Network Solutions, OfficeMax, Pernod-Ricard USA, PHH Mortgage, RCI, Register.com, Reuters, Road Runner Sports, SmartBargains, Student Universe, TJX and Xerox.

About e-Dialog

Established in 1997, e-Dialog is a proven provider of advanced e-mail marketing technologies, products, strategies and services for permission-based e-mail marketers. Tesco, Marks & Spencer, FilmFour, the NFL, BMG Music Service, American Eagle Outfitters, TJX, and SmartBargains are just a few of the 70 top marketers that rely on e-Dialog's flexible solutions to efficiently turn complex customer data into actionable and relevant e-mail campaigns that produce unbeatable results. JupiterResearch ranked e-Dialog the leading e-mail marketing provider among service-oriented ESPs in 2005 based on its value and market suitability, highlighting its account servicing, strategic and creative input, and campaign management and analytics applications. With offices in Lexington, Mass., and London, England, e-Dialog is a privately-held company whose investors include Flagship Ventures and Commonwealth Capital. For more information, visit www.e-dialog.com or contact Arthur Sweetser at 781-372-3353 or Peter Duffy in the United Kingdom at (+44) 0 20 3219 6200.

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e-Dialog media contact:
Jean Borgman
(508) 451-5944
r.borgmanjr@comcast.net