



FOR IMMEDIATE RELEASE

AirTran Airways Selects e-Dialog to Optimize E-Mail Marketing

Innovative Airline Turns to Top E-mail Service Provider to Boost the Bottom Line

LEXINGTON, Mass., December 8, 2006 – AirTran Airways, a subsidiary of AirTran Holdings, Inc. (NYSE: AAI), has selected e-Dialog, the proven provider of advanced e-mail marketing solutions, as its preferred e-mail service provider.

e-Dialog will provide AirTran Airways with the services, technologies, strategy and analytics it needs to turn customer data into highly customized and relevant e-mail campaigns. e-Dialog will also optimize AirTran Airways' e-mail marketing through campaign automation and sophisticated targeting tactics that include segmentation and custom publishing.

“The majority of our bookings are made online, so in order to increase conversions we need to communicate with those customers in the most relevant and personalized way possible,” said Tad Hutcheson, AirTran Airways vice president of marketing and sales. “We selected e-Dialog after a thorough competitive evaluation of its analytical and technologically advanced solution as well as its flexible, client-centric approach. They proactively have brought ideas, applications and intelligence to the table since day one.”

AirTran Airways joins an impressive roster of e-Dialog's travel industry clients, including Alaska Airlines and British Airways. The e-mail service provider has built up significant expertise in this sector, helping these clients develop sophisticated programs that engage customers at every stage of their travel experience.

“We are delighted to partner with AirTran Airways and are eager to help this innovative airline achieve even greater success in today's increasingly competitive marketplace,” said John Rizzi, president and CEO of e-Dialog. “Our travel industry expertise and our passion for e-mail marketing are sure to help AirTran Airways maximize the expanding potential of their customer e-mail channel.”

About AirTran Airways

AirTran Airways, a *Fortune* 1000 company and one of America's largest low-fare airlines with 8,000 friendly, professional Crew Members, operates nearly 700 daily flights to 52 destinations. The airline's hub is at Hartsfield-Jackson Atlanta International Airport, where it is the second largest carrier. AirTran Airways' aircraft features the fuel-efficient Boeing 737-700 and 717-200 to create America's youngest all-Boeing fleet. The airline is also the first carrier to install XM Satellite Radio on a commercial aircraft and the only airline with Business Class and XM Satellite Radio on every flight. For reservations or more information, visit airtran.com (America Online Keyword: AirTran).

About e-Dialog

Established in 1997, e-Dialog is a proven provider of precision e-mail marketing solutions. Through a unique combination of marketing intelligence and precise relevance technology, e-Dialog enables some of the world's most recognized brands such as American Eagle Outfitters, BMG Music Service, British Airways, the NFL, Reuters, The TJX Companies, and Tesco to maximize long-term customer value with contextually targeted communications. The company's service offerings empower large, multifaceted companies like these to enhance

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permission-based e-mail marketing efforts through fully integrated, cross-channel communications, including dynamically printed direct mail, RSS and mobile messaging.

JupiterResearch ranked e-Dialog the top performing e-mail marketing provider among service-oriented ESPs based on business value and market suitability in both 2005 and 2006. 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 is a privately-held company with offices in Boston, London, New York and Seattle. 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 at +44 (0) 20 3219 6220.

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