

FOR IMMEDIATE RELEASE

e-Dialog Expands E-mail Deliverability Services in EMEA as Founding Member of Return Path Sender Score Receiver Alliance

Enhanced International ISP Relations Capabilities Further Strengthen e-Dialog's Global Leadership Position

LONDON and LEXINGTON, Mass., January 9, 2007 – e-Dialog, provider of advanced e-mail marketing services, today announced it is proactively extending its partnership with Return Path, Inc. to provide enhanced ISP relations and deliverability services to clients in the EMEA (Europe, the Middle East and Africa) countries.

As the original charter member of the new Sender Score Receiver Alliance, e-Dialog will work with Return Path to help marketers navigate the increasing complexity of e-mail delivery assurance in the fragmented Pan-European market.

The Sender Score Receiver Alliance will provide a much-needed centralized point of contact between e-mail senders and the EMEA ISP community. It will allow for localized communication and access to the ISPs within each market and provide insight into their specific requirements and industry points of view. This will enable e-Dialog and its clients to quickly and cost-effectively launch into new markets based on priority customer locations.

“With our footprint in Europe continuing to increase, we are now sending e-mail into hundreds of different markets,” said Simone Barratt, managing director of e-Dialog UK Ltd. “As our clients broaden their reach and as the ISP community grows, it’s very important that we have solid ISP relationships in place in these countries should a problem arise. Working with Return Path will extend our ability to offer our clients advanced e-mail deliverability services around the world.”

e-Dialog has partnered with Return Path for more than two years to supplement its internal delivery monitoring tools and to provide reputation and certification services to its clients. Conceived by e-Dialog and Return Path, this Sender Score Receiver Alliance will combine resources from each company in order to achieve maximum market coverage in the EMEA countries and provide efficient client service.

“We are very pleased to be working with a top e-mail service provider like e-Dialog to enhance e-mail deliverability for global companies,” said Ken Takahashi, vice president of corporate and international development for Return Path. “The ISP community has been receptive to the program, which will greatly help companies trying to increase inbox reach abroad. In addition to providing a gateway to the ISP community in EMEA, we are also offering receiver products and services to help them further deter spam and reduce the number of false positives.”

“Though we have well established ISP relationships and solid deliverability in many European countries, we need to stay well ahead of client and market demands,” said Rick Buck, director of privacy and ISP relations for e-Dialog. “Since we have common

goals, it was an obvious choice to partner with Return Path to further enhance our value-added deliverability services in EMEA.”

About e-Dialog

Established in 1997, e-Dialog is a proven provider of precision e-mail marketing services and 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 Boots, British Airways, Hewlett Packard, the Royal Bank of Scotland group of companies, Tesco, Avis, BMG Music Service, the NFL, and Reuters, to maximize long-term customer value with contextually targeted communications. The company’s service offerings empower large, multifaceted companies like these to enhance 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 Peter Duffy at +44 (0) 20 3219 6220 or Arthur Sweetser at 781-372-3353.

About Return Path

Founded in 1999, Return Path is an e-mail performance management company dedicated to improving the reach, delivery performance and overall success of permission-based e-mail programs. More than 1,500 companies use Return Path’s services to generate superior results from their e-mail programs, taking advantage of Return Path’s pioneering innovation in deliverability, ECOA, list hygiene, double-opt-in list acquisition, online market research and best practices strategy. Return Path’s Sender Score is the industry’s original and premier e-mail deliverability solution, including Sender Score Certified for e-mail accreditation and Sender Score Reputation Monitor, the most comprehensive reputation management system. For more information, please visit www.returnpath.net.

#

Media contacts:

e-Dialog (US)

Jean Borgman
(508) 451-5944
jborgman@e-dialog.com

e-Dialog (UK)

Kirsty Langan
+44 (0) 20 7659 2701
klangan@e-dialog.com