

**FOR IMMEDIATE RELEASE**

**MarketingSherpa Recognizes Three e-Dialog Clients  
for E-mail Marketing Excellence**

*Doubleday Entertainment, RCI and Road Runner Sports  
Receive Awards for Best-in-Class E-mail and RSS Programs*

**LEXINGTON, Mass., March 21, 2007** – e-Dialog today announced that three of its clients won awards from MarketingSherpa, a research firm focused on tracking successful marketing ideas and tactics in e-mail. More than 250 campaigns from countries including the United States, Canada and Germany were submitted for consideration this year. The awards were announced at the MarketingSherpa E-mail Summit '07, held in Miami, Fla., on March 6, 2007.

Road Runner Sports, a leading multi-channel retailer that keeps people running happy and injury-free by fitting them in the right gear, received the gold award for Best Automated E-mail Series in the Business-to-Consumer category for its “First-Time Buyer Program.” The “First-Time Buyer Program” is a series of specialized messages sent to new customers over a 12-week period. The messages acclimate customers to the brand and educate them on the non-promotional benefits of Road Runner Sports by providing relevant information on running and health, along with special offers to encourage a second purchase. The program has dramatically increased open rates, click-through rates, and revenue-per-message.

RCI<sup>®</sup>, a worldwide leader in vacation exchange and a provider of travel services to businesses and consumers, received the silver award for Best Non-E-mail Opt-In Messaging in the Business-to-Consumer category for its MyRCI RSS (really simple syndication) application. RCI worked with e-Dialog to develop this stand-alone desktop application that provides RCI subscribing members with a tool that provides updates to timeshare exchange availability and relevant, up-to-date vacationing and account information through the use of RSS.

“MyRCI<sup>SM</sup> has been an incredible success, providing valuable, actionable information to our customers in near-real time,” said Phil Brojan, vice president, North America Marketing for RCI. “Since the tool is so easy to use, customer adoption has exceeded industry averages and the number of calls into our contact center has been drastically reduced because of the preference-based, up-to-date inventory information we provide.”

In the Business-to-Consumer category of Best (or Most Dramatic) Test You Learned From, Doubleday Entertainment won the silver award for its “Deferred Payment” testing program. Customers in two book clubs were offered either \$1.99 shipping or the option to defer payment for several months in addition to the \$1.99 shipping. The deferred payment option resulted in increased orders as well as a higher average order value. The program was then extended to all book clubs.

### **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 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](http://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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