



**FOR IMMEDIATE RELEASE**

**e-Dialog Recognized as One of Massachusetts' Fastest Growing Private Companies**

*Boston Business Journal Names E-mail Service Provider as Regional Pacesetter*

**LEXINGTON, Mass., April 16, 2007** - e-Dialog, provider of advanced e-mail marketing services, today announced that it ranked No. 22 on the *Boston Business Journal's* list of the region's fastest growing private companies. The company was among 60 businesses honored during an event held on April 13<sup>th</sup> at the Park Plaza Hotel in Boston.

Each year, the *Boston Business Journal* surveys Boston-area businesses and ranks the fastest growing private companies based on revenue growth over the past three years.

"We are proud to be recognized by the *Boston Business Journal* for our recent and consistent revenue growth, and to be among so many other successful businesses," commented John Rizzi, president and CEO of e-Dialog. "Our success can be directly traced to the hard work of our employees and their dedication in serving the needs of our clients."

The *Boston Business Journal* published a special "BBJ Pacesetters" supplement to the April 13 edition listing the honorees and including an article on customer retention written by Mr. Rizzi.

**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, Avis, 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 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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e-Dialog media contact:

Jean Borgman

(508) 451-5944

[jborgman@e-dialog.com](mailto:jborgman@e-dialog.com)