



FOR IMMEDIATE RELEASE

**e-Dialog Clients Win E-mail Creative Excellence Awards from
New England Direct Marketing Association**

*National Association of REALTORS® and Road Runner Sports
Recognized for E-mail Marketing Efforts*

LEXINGTON, Mass., April 23, 2007 – e-Dialog today announced that two of its clients have been recognized by the New England Direct Marketing Association (NEDMA) for creative excellence in e-mail marketing. Awards were presented at a ceremony held in Boston on Thursday, April 12th.

The NEDMA awards honor direct marketing excellence in categories that include print, direct mail, broadcast, catalog, interactive, integrated multimedia campaigns and “direct mail on a shoestring.” Awards are given based on a combination of factors, including results and the excellence of the marketing solution.

National Association of REALTORS® (NAR), the largest trade organization in the U.S., was recognized in the Business-to-Business e-mail category with a silver award for its “REALTOR® Magazine Online Business Tips” e-newsletter, which is distributed to more than 800,000 real estate professionals nationwide. The newsletter was redesigned with the goals of engaging members with an attractive, easy to navigate design that could be incorporated across the family of the online magazine’s e-mail publications; providing well organized content that would allow for quick recognition and encourage click-throughs to the REALTOR® Magazine Online Website; and improving the sponsorship link results by giving the sponsors’ content more visibility within the newsletter.

“We are very happy with the results of the redesign,” says Kristin Paxton, manager, REALTOR® Magazine Online. “It enabled us to build a family of e-mail products that all show strong affinity to our magazine’s Web site and the association. The ‘Business Tips’ newsletter continues to be our primary traffic driver, and our members continue to be engaged. They are consistently responding to the articles and our opt-out rate is less than one percent. In addition, our sponsors are pleased with the increased visibility due to the more prominent ad position above the fold, and our new ad spots are sold out.”

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 silver award in the Business-to-Consumer e-mail category for its “First-Time Buyer Program.” The 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 NEDMA awards serve as an industry benchmark in creative direct marketing. For our clients to be recognized by NEDMA is an honor,” noted John Rizzi, e-Dialog

president and CEO. "Winning this award validates our work creating and implementing best practices in e-mail marketing for our clients."

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 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.

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