

FOR IMMEDIATE RELEASE

e-Dialog and Arthur Middleton Hughes Join Forces to Help Marketers Maximize Customer Lifetime Value

*Database Marketing Guru and E-mail Service Provider Partner to Deliver Clear-cut
Customer Retention Strategies and Tools*

LEXINGTON, Mass., and LONDON, June 28, 2007– e-Dialog, provider of advanced e-mail marketing services, today announced it has joined forces with database marketing expert and industry author Arthur Middleton Hughes. Hughes, founder of The Database Marketing Institute, Ltd., will be e-Dialog's senior strategist working with clients on direct marketing best practices and customer retention strategies, while e-Dialog delivers the services and solutions to implement them.

Hughes is an industry author, speaker and consultant on database marketing strategy helping to create database marketing, strategic and analytic solutions for major American companies. He has been designing and maintaining marketing databases for Fortune 500 companies and others for the past 22 years. His database experience includes Internet marketers, catalogers, retailers, restaurants, landline and wireless telephone companies, insurance, banks, pharmaceuticals, package goods, software and computer manufacturers, resorts, hotels, automobiles and non-profit fund-raisers.

"Arthur Middleton Hughes, with his deep database marketing and analytics expertise, can offer our clients a lot of actionable advice for retaining customers and maximizing their lifetime value," said John Rizzi, president and CEO of e-Dialog. "We are eager to take that advice to the next level and help our clients carry out those strategies through our high-quality e-mail and database marketing services and solutions."

In addition to his work with e-Dialog, Hughes continues to serve as vice president / solutions architect at KnowledgeBase Marketing in Richardson, Texas, where he advises clients on database marketing solutions. A graduate of Princeton University with a Masters in Public Affairs, Hughes also taught economics at the University of Maryland for 32 years. He is the author of *The Complete Database Marketer*, 2nd Ed. (McGraw Hill 1996), *Strategic Database Marketing* 3rd.Ed. (McGraw Hill 2006) and *The Customer Loyalty Solution* (McGraw Hill 2003). He is a regular speaker and lecturer on marketing and economics, and regularly contributes articles to leading industry trade publications.

"I have particularly focused on marketing strategies for using customer lifetime value to increase customer retention and repeat sales. These strategies work," commented Hughes. "I am delighted to be working with e-Dialog which has a solid reputation in the industry for intelligent e-mail marketing and the ability to turn complex customer data into actionable campaigns that achieve unbeatable results."

About e-Dialog

Established in 1997, e-Dialog is a proven provider of advanced 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 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 or contact Arthur Sweetser at 781-372-3353 or Peter Duffy at +44 (0) 20 3219 6220.

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