

**FOR IMMEDIATE RELEASE**

**e-Dialog Client Summit Charts a Course for E-mail Relevance**

*Industry's Top Thought Leaders Collaborate with Marketers at e-Dialog's Fourth Annual Client Conference*

**LEXINGTON, Mass., September 6, 2007** – e-Dialog, provider of advanced e-mail marketing services and solutions, today announced its fourth annual Client Summit, “The Future of E-mail Relevance.” The exclusive event provides some of the world’s most recognized brands with real insight and hands-on guidance on transforming existing e-mail strategies into winning efforts. This year’s conference, attracting a record number of registrants, will be held at the Hotel @ MIT in Cambridge, Mass., on September 17-18.

The summit will kick off with a keynote address by Stefan Tornquist, research director for MarketingSherpa, in which he will preview new research results and provide e-mail marketers with actionable advice on improving customer engagement. In addition, Susan Ashley, executive director of Resource Interactive, will present [\*The Open Brand\*](#), describing how the social media revolution is transforming marketing and branding today. Attendees will also collaborate with top industry analysts David Daniels of JupiterResearch and Shar VanBoskirk of Forrester Research on e-mail marketing best practices and the role of e-mail in an integrated world; as well as with noted author and database marketing guru Arthur Middleton Hughes on using lifetime value to guide relevant e-mail marketing strategies.

e-Dialog experts and clients, including American Eagle Outfitters, Nintendo, OfficeMax and Ross-Simons, will hold breakout sessions focusing on key topics such as lifecycle and behavioral targeting, creative strategies, program analytics, mobile e-mail marketing, deliverability, and relevance-building methodologies and technologies. Thought leaders and marketers will also participate in an executive roundtable discussion on “the e-mail marketing paradox,” analyzing the role of e-mail marketing within organizations and how to get it the attention it deserves.

“This event is an invaluable time for marketers to interact with one another as well as with outside experts, to examine specific issues and obtain explicit advice and direction about how to generate better ROI,” stated John Rizzi, president and CEO of e-Dialog. “We strive to offer a precise balance of industry insight, client case studies and best practice examples so that our clients can craft relevance-building strategies that deliver a competitive edge.”

**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, and The TJX Companies 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 gave e-Dialog the highest combined score for top performing e-mail marketing providers 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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