

FOR IMMEDIATE RELEASE

**Independent Research Firm Names e-Dialog a Leader
in E-mail Marketing Service Provider Evaluation**

“e-Dialog is a Solid Choice for Marketers Looking for a Strategic Partner, Greater E-mail Relevance and Flexible Technology and Processes”

LEXINGTON, Mass., and LONDON, December 20, 2007 – e-Dialog, provider of advanced e-mail marketing services and solutions, today announced that Forrester Research named e-Dialog a leader in the December 2007 Forrester Wave: Email Marketing Service Providers, Q4 2007. This standing is in addition to the company’s top ranking by JupiterResearch in its 2005 and 2006 E-mail Marketing Buyer’s Guides and further demonstrates that e-Dialog is a foremost choice for enabling enterprise-level businesses to harness important customer insight in relevant, results-driven e-mail marketing programs.

e-Dialog received top scores in many facets of the evaluation, including technology, strategy and campaign management services; queries and segmentation, user interface and content library; data model and data security; as well as strength of management team, breadth of marketing needs supported, and customer satisfaction.

The Email Marketing Service Providers Scorecard: e-Dialog, Forrester Research, Inc., December 2007 states, “Functionally, this vendor has one of the best platforms in the market because it takes into account how users interact with the tool and focuses on message relevance. The strongest features are its drag-and-drop interface for query and segment design, indications of where users are in the process, and a tool that understands the interdependencies between different content elements.”

Forrester also stated, “e-Dialog combines a solid platform with an attainable, appropriate vision. Key features, tools, and services teams help e-mail marketers focus on the relevance of their email marketing programs.” Furthermore, “The vendor’s services, especially technology integration, campaign management and strategy, are highly used and valued by its clients.”

“Since it is our established goal to be a best-of-breed e-mail service provider, we are delighted to have earned this recognition from Forrester Research,” said John Rizzi, president and CEO of e-Dialog. “The credit is due to our commitment to excellence across the entire company, and a genuine focus on the needs of today’s sophisticated marketers. Our unique blend of deep technology and marketing expertise allows us to keep our clients on the leading edge of e-mail capabilities so as to achieve maximum results with every campaign.”

The Forrester Wave: Email Marketing Service Providers, Q4 2007 is a rigorous and comprehensive evaluation of top e-mail marketing service providers based on client relationships, business strategy, technology platform, and market presence. The evaluation process includes an assessment of each vendor’s offering across more than

64 criteria, as well as technology demonstrations, reviews of supporting documentation, and in-depth interviews with key executives and reference customers.

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 relevance enabling technologies, e-Dialog enables some of the world's most recognized brands, such as American Eagle Outfitters, Avis, Boots, BMG Music Service, British Airways, CBS, Hewlett Packard, Nintendo, the NFL, Reuters, the Royal Bank of Scotland group of companies, 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 or contact Arthur Sweetser at 781-372-3353 or Peter Duffy at +44 (0) 20 3219 6220.

#

e-Dialog media contact:
Jean Borgman
(508) 451-5944
jborgman@e-dialog.com