

**FOR IMMEDIATE RELEASE**

**e-Dialog Becomes First E-mail Service Provider to Achieve ISO 27001 Certification for Information Security**

*Standard Validates Company's Commitment to Best-in-Class Data Security Processes and Maximizing Relevance in E-mail Marketing*

**LEXINGTON, Mass., and LONDON, September 20, 2006** – Dedicated to adopting the highest standards available for information security and data management, e-Dialog today announced it is the first e-mail marketing service provider to achieve ISO 27001:2005 certification, the new global information security standard. The ISO 27001 information security management system certification provides rigorous guidelines and audit procedures for protecting the confidentiality, integrity and availability of the more than 10 terabytes of information e-Dialog manages on behalf of its clients.

Forrester Research, in its November 2005 report, "ISO 27001: Businesses Can Now Get An ISO Security Certification," wrote that "organizations that endeavor to bake information security controls into their culture and use the certification to manage their security risks will benefit the most from this effort." One of the many benefits the report cites is that "organizations will embrace this standard to validate security of a client, business partner, outsourcing partner, or any third party associated with it. Companies that choose not to pursue this certification can quickly lose ground in the global economy to competitors that are willing to get certified."

"We are committed to being the highest quality e-mail service provider and the pace-setter of innovation in our industry. Today this means helping our clients achieve significant marketing ROI through strategically timed, highly targeted e-mail communications. This can't be done without gathering a vast amount of data from multiple channels in real-time and having the expertise to manage it all. The considerably higher results we generate from this comes with the responsibility to ensure the utmost security of the information, and there is no better way to do that than with an ISO 27001 certification," said John Rizzi, president and CEO of e-Dialog. "By demonstrating to our clients that their vital data assets are as safe in our environment as they are in their own companies we will be able to collect unlimited customer-specific information so as to maximize the benefits of relevant messaging."

ISO 27001 certification is only awarded to companies that can demonstrate high levels of competency in information security management. Working with IMSM, an independent ISO standards solutions provider, e-Dialog established a precise process-based approach to identify, assess, mitigate and monitor information security risks, including regular risk assessments and continuous improvement. After a thorough review, e-Dialog was awarded ISO 27001 certification by third-party body, QAS International Ltd., on September 18, 2006.

"e-Dialog has proven itself to be compliant to ISO 27001 Information Security Standard best practice and has received its registration certificate from QAS, demonstrating that its system has passed external audit," said Andrew Bedford, product development manager for IMSM. "Furthermore, its management team has demonstrated accountability by accepting responsibility for annual reviews of risk assessment and remediation plans."

"Information security has always been a critical e-Dialog discipline and ISO 27001 has given us the framework to measure ourselves against one of the most rigorous standards available," said Ed Glancy, director of information technology for e-Dialog. "As the role of IT in corporate governance continues to expand, we are certain to benefit from having this certification."

ISO 27001 (formerly known as ISO/IEC17799:2000) is a management system that identifies, manages and minimizes a range of threats to business information. It provides guidelines for implementing a constructive risk management process, setting up policies, and ensuring a secure infrastructure is in place. This standard shows that a business has taken preventative measures to protect clients' confidential data, and demonstrates to customers and prospects that the business is observing a duty of care.

### **About e-Dialog**

Established in 1997, e-Dialog is a proven provider of precision e-marketing solutions with deep-rooted strengths in e-mail and database marketing. 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 leading e-mail marketing provider among service-oriented ESPs in 2005 based on its value and market suitability, highlighting its account servicing, strategic and creative input, and campaign management and analytics applications. 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 7659 2716.

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