

**FOR IMMEDIATE RELEASE**

**Prominent Industry Analyst Firm Positions e-Dialog as Top Performing Service-Oriented E-mail Marketing Provider**

*Independent Report Recognizes e-Dialog's Excellence for Third Consecutive Year*

**LEXINGTON, Mass., and LONDON, November 1, 2006** – JupiterResearch, in its recently released report, "E-mail Marketing Buyer's Guide, 2006" (October 2006) ranked e-Dialog as the top performing e-mail marketing service provider (ESP), based on its achievement of the highest combined score in value and market suitability, among service-oriented ESPs.

The distinguished international analyst firm has ranked e-Dialog the highest for both business value and market suitability in this category two years in a row, and this is the third consecutive year the company has been positioned as a market leader in this annual survey. e-Dialog is recognized for its breadth and quality of its services, as well as its technology infrastructure, features and applications.

"e-Dialog received high marks from its clients for account services, and JupiterResearch maintains its findings from 2005 that the analytic portion of its application, InsightBuilder, is one of the best analytic applications in the ESP market," JupiterResearch reported. "e-Dialog is the first ESP to receive ISO 27001 certification for information security, signaling its data integration, storage and security are in order."

The report also cited e-Dialog's introduction of several new features during the past year, including dynamic printing for integrated multi-channel mailings, RSS, SMS, and updates to both the application user interface as well as the back-end database structure.

"Marketers recognize the value of e-mail as an effective channel for building and maintaining highly profitable customer relationships. However, as they seek to maximize its expanding potential they often face implementation challenges, technological limitations and lack the domain expertise to get them to the next level of relevance," said John Rizzi, chief executive officer for e-Dialog. "The commitment by our clients to lead their industries in customer relationships driven through e-mail has motivated us to be the very best at e-mail marketing services and technology. It's great validation to have JupiterResearch once again acknowledge our top status. Everyone at e-Dialog works tirelessly to provide the intelligence, technology and processes that help marketers reach new levels of success with e-mail."

JupiterResearch's report included an in-depth evaluation of 28 e-mail service providers, including 11 service-oriented ESPs, on 24 evaluation criteria such as professional services, application features, functionality and usability, and technology integration. ESPs in the service-oriented constellation provide full and collaborative services ranging from strategic full-service engagements inclusive of production-oriented services to those exclusively oriented around production and tactics.

**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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