



FOR IMMEDIATE RELEASE

e-Dialog Names Christian Wright as Chief Technology Officer

BURLINGTON, Mass., and LONDON, May 18, 2011 – [e-Dialog](#), a proven provider of integrated digital marketing solutions within the GSI Commerce (Nasdaq: GSIC) Global Marketing Services division, today announced that it has named Christian Wright as its Chief Technology Officer (CTO), effective immediately.

As CTO, Wright is responsible for the overall direction and execution of all global technology functions. He will focus on developing the next generation of full- and self-service multichannel solutions for e-Dialog's clients and prospects. Wright will also work to further integrate e-Dialog technology into other GSI Global Marketing Services companies, including Fetchback, ClearSaleing, M3 Mobile and MBS Insight. The collaborative effort will create an integrated and comprehensive set of interactive marketing solutions that drive cross-channel customer acquisition, conversion and loyalty.

Wright joins e-Dialog from Alterian, a respected provider of cross-channel customer engagement solutions, where he served as chief solutions officer, managed services. During his tenure at Alterian, Wright led the design and development of the company's on-demand solutions. Prior to Alterian, he was CTO and SVP of Merkle's Enterprise Technology Group, where he led technical innovation and solution design.

"e-Dialog and our clients will benefit greatly from Christian's extensive background in driving, building and managing global digital marketing solutions teams," commented Joe Gagnon, president of e-Dialog. "I intend to work closely with Christian to take e-Dialog's solution to the next level with innovative capabilities that will empower the marketer who aspires to exceed customer expectations."

"e-Dialog is a remarkable technology company serving the digital marketing needs of blue-chip companies on a global scale and I am proud to join the team," commented Christian Wright, CTO of e-Dialog, who will report directly to Gagnon. "I am excited about the opportunity to help the company further develop multichannel solutions that create measurable value and drive growth for our clients."

About e-Dialog

Established in 1997, e-Dialog empowers marketers to meaningfully connect with customers by engaging in relevant conversations through e-mail, mobile devices, social networks, e-commerce and at the point of sale. e-Dialog's technology and services give marketers direct access to timely customer insight that drives targeted and opportunity-rich consumer dialogs. With e-Dialog, marketers quickly transform conversations into conversions and evolve customer relationships from the newly acquired to the highly engaged.

Consistently recognized by top analyst firms for both outstanding service and first-class technology, e-Dialog is a global provider to some of the world's most recognized brands, including AirTran Airways, Avis Budget Group, Boots, British Airways, CVS/pharmacy, Nintendo, the NFL, PETCO, and The TJX Companies. With offices in Boston, London, New York, Seattle and Singapore, e-Dialog is a wholly owned subsidiary of GSI Commerce Inc. (Nasdaq: GSIC). For more information, visit <http://www.e-dialog.com>.

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