

FOR IMMEDIATE RELEASE

e-Dialog Launches Centre for Digital Marketing Excellence

Centre releases new reports on mobile e-mail and integrating e-mail and social media

BURLINGTON, Mass., Sept. 01, 2010 – [e-Dialog](#), a proven provider of advanced e-mail and multichannel marketing solutions within the GSI Commerce (Nasdaq: GSIC) Global Marketing Services division, today announced the launch of the Centre for Digital Marketing Excellence at www.DigitalMarketingExcellence.com. The Centre will serve as a resource for marketers, providing primary research and analysis of global online marketing trends and consumer attitudes, while fostering discussion and sharing e-Dialog's expertise in creating relevant, results-driven marketing communications.

"The ability to customize content across marketing media has changed the way consumers expect marketers to communicate with them," shared John Rizzi, e-Dialog president and CEO. "We developed the Centre for Digital Marketing Excellence to help marketers understand consumer expectations for relevant messaging across channels and to enable an exchange of information that will have a positive impact on their programs."

With the launch of the Centre, two new reports are now available exclusively at www.DigitalMarketingExcellence.com. The first is ***Mainstream Your Mobile Marketing: Five Tactics to Advance Mobile E-mail Marketing Success***, a summary of findings from a recent survey of more than 2,000 consumers in the U.S. and U.K. conducted on behalf of e-Dialog by Forrester Consulting. The report advises marketers on effective ways to optimize their e-mail practices for mobile opportunities. In this report, marketers will gain valuable information on the amount of e-mail that is read on a mobile device by different age groups, what consumers look for in relevant communications, and in what industries mobile e-mail optimization matters most.

The second report is ***Social Influence: Extending E-mail's Reach through Social Media***, which reveals the ways in which consumers prefer to socially interact with brands and gives advice on how marketers can utilize that information to drive profitable subscriber growth and new customer acquisition, while increasing the reach of their e-mail marketing programs.

In addition to these reports, the Centre is also home to additional original research from e-Dialog, including the [Manifesto for E-mail Marketers: Consumers Demand Relevance](#) and the [Global E-mail Attitudes Survey](#). The Centre will also feature important e-commerce findings from GSI Commerce's [Center for Online Retail Excellence](#), or CORE, which provides advice and resources for online retailers.

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, Reuters, the Royal Bank of Scotland group of companies, 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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