

**FOR IMMEDIATE RELEASE**

**e-Dialog Launches Upgrade to Precision Central E-mail Marketing Suite**

*New Enhancements Improve the Speed, Efficiency and Ease of Use for Creating and Deploying E-mail Campaigns*

**BURLINGTON, Mass., and LONDON, July 12, 2010-** e-Dialog, a proven provider of advanced e-mail and multichannel marketing solutions within the GSI Commerce (Nasdaq: GSIC) Marketing Services division, today announced the availability of Precision Central™ 7.6, the latest version of its integrated, Web-based suite of e-mail tools. This new solution is designed to help marketers improve the speed and efficiency of creating, managing and deploying e-mail campaigns. Significant new features and capabilities include an enhanced user interface, advanced search capabilities, new content templates and a new WebDAV tool – all of which empower marketers to create sophisticated e-mail marketing campaigns.

“We are excited by the new capabilities of the Precision Central suite,” said Rebecca Arding, e-mail marketing analyst, Dick’s Sporting Goods. “We really like the new design and how much more efficient it will make us, which is so important because of the number and variety of different mailings we work on each day. We are confident that these improvements will help us become more strategic and innovative with future campaigns.”

Precision Central is immediately available to all e-Dialog clients and is supported by one of the largest global professional services organizations in the industry. Highlights of the release of Precision Central 7.6 include:

- **An improved user interface:** The Precision Central suite will offer an enhanced user interface for many of its most commonly used features, most notably campaign history management, audience management and configuration management within the Campaign Builder™ application.
- **Advanced search capabilities:** Powerful new indexing capabilities now make finding existing e-mail campaigns much faster, easier and more accurate.
- **Improved content templates:** These content templates give users the ability to create e-mail templates, define editable/non-editable regions within the template and simplify image and content management, all without the need for HTML skills.
- **WebDAV Connector:** e-Dialog’s new WebDAV Connector is a tool that uses an industry-standard protocol for accessing and managing documents and content over HTTP. WebDAV Connector allows users to save time and effort by accessing campaign content and images using a standard desktop file manager or application.

“While many companies today achieve baseline requirements of e-mail marketing through a simple tool, sophisticated marketers need a lot more capabilities to make every e-mail relevant,” said John Rizzi, chief executive officer of e-Dialog. “The e-Dialog platform was built for sophisticated marketers with complex challenges, and we continue to make advancements both in capabilities and efficiency. The new capabilities of Precision Central 7.6 help enterprise marketers be more efficient in their campaign management, and achieve even greater business results from their e-mail marketing campaigns.”

*(more)*

### **About Precision Central**

Precision Central is a comprehensive suite of e-mail marketing applications that enable global brands to deliver highly relevant and productive e-mail campaigns. Comprised of powerful solutions for campaign management, data integration and segmentation, content management, and reporting and analysis, Precision Central makes it easy for marketers to access raw data, transform it into actionable customer information, and use it to build individual relevance into every e-mail campaign.

Important features include a drag-and-drop interface for real-time query and segment design; a clear indicator of where users are in the workflow process; social-sharing capabilities; live proofing of dynamic content; the ability to set automated behavioral triggers; a do-it-yourself tool to easily embed interactive polls and surveys; and a component developed specifically for media outlets to quickly and easily deploy breaking news and alerts via e-mail, RSS and mobile formats. For more information on Precision Central and e-Dialog's services and solutions, please visit [www.e-Dialog.com](http://www.e-Dialog.com).

### **About e-Dialog**

Established in 1997, e-Dialog empowers marketers to meaningfully connect with customers by engaging in relevant conversations through e-mail, social networks, mobile devices, e-commerce and at the point of sale. e-Dialog's multichannel suite gives marketers direct access to timely customer insight that drives targeted and opportunity-rich consumer dialogs. With e-Dialog, marketers quickly 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 [www.e-dialog.com](http://www.e-dialog.com)

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