

FOR IMMEDIATE RELEASE

e-Dialog Selected as E-mail Service Provider for New Children's Private-Sale Shopping Site Zulily

Zulily Chooses e-Dialog's E-mail Campaign Management Tools and Services to Serve Daily Deals on Children's Boutique Brands

BURLINGTON, Mass., and SEATTLE, May 19, 2010 – [e-Dialog](#), a proven provider of advanced e-mail marketing solutions, today announced that it has been chosen by [Zulily](#) to support its new private-sale children's retail e-commerce business. Zulily, which features limited-time daily deals on select quantities of children's boutique brands, is using e-Dialog's strategic services and Precision Central suite of tools for e-mail campaign management, data integration and segmentation, content management, and reporting and analysis.

"Every day our members look forward to receiving an e-mail that outlines what amazing prices we'll be offering that day on some of the most unique and sought after children's apparel, toys, gear and gifts," said Dave Atchison, Zulily vice president of marketing. "e-Dialog allows us to deliver those e-mails seamlessly with a comprehensive technology platform and a strong local team of strategic marketers." e-Dialog has already delivered impressive results, bringing Zulily's e-mail capability on board in less than 10 days and supporting the retailer's remarkable list growth.

Online "flash sales" are a fairly new concept in the U.S. marketplace and e-Dialog, already well known in the private-sale retail market, is fulfilling these requirements for other clients like Zulily that offer free membership-only clubs for discounted high-end products.

"We are proud to partner with Zulily as they grow their business in this exciting space," said John Rizzi, president and CEO of e-Dialog. "Timing is everything in the private-sale sector, and our Seattle-based team is committed to helping Zulily achieve flawless execution."

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 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 and Seattle, e-Dialog is a wholly owned subsidiary of GSI Commerce Inc. (NASDAQ: GSIC). For more information, visit www.e-dialog.com.

About Zulily

Zulily is changing the children's retail market with invitation-only access to the most unique and sought-after children's boutique brands at discounts of up to 70 percent off retail. Based in Seattle, WA and formed by retail and ecommerce veterans from Blue Nile, Nordstrom, and Eddie Bauer, the Zulily team works with popular brands such as Graco, Melissa & Doug, and Flora and Henri to unique brands such as Handy Sitt, Origany, and Lex Modern. To become a member please visit www.zulily.com.

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