

FOR IMMEDIATE RELEASE

Virgin Media chooses e-Dialog as online marketing and e-mail service provider

Virgin Media looks to future with strategic e-mail programme

LONDON, 20 JULY 2010 – e-Dialog, a company within the GSI Commerce (Nasdaq: GSIC) Marketing Services division and a proven provider of advanced e-mail and multichannel marketing solutions, today announced that Virgin Media has selected the company to implement its strategic e-mail marketing strategy.

e-Dialog will work with Virgin Media’s marketing team to closely develop a holistic digital communications programme on an ongoing basis. The engagement will include a full range of eCRM programmes designed to engage the consumers throughout the customer lifecycle including newsletters, post sales updates, new product information and the development of triggered e-mail programmes. e-Dialog will become Virgin Media’s first full-service e-mail provider.

Chris Bibby, direct marketing and CRM director at Virgin Media, commented: “We chose e-Dialog to help implement our digital marketing campaigns as the team clearly understood how to achieve our goals. With the strategic insight from the account team we hope to identify fresh opportunities for contact and also drive greater engagement throughout the customer lifecycle. We’re looking forward to working with e-Dialog and continuing to ensure our customers have the best possible experience.”

Luke Griffiths, VP Professional Services at e-Dialog added: “Virgin Media is renowned for its cutting-edge technology and unmatched customer service. We are pleased that we have been chosen to implement a strategic online customer care initiative and help them meet their engagement goals.”

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

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About Virgin Media

With almost 10 million customers, Virgin Media is the UK's first quad-play provider of broadband, TV, phone and mobile.

The company is one of the largest residential broadband providers in the UK, using a unique fibre optic cable network to deliver next generation ultrafast internet access of up to 50Mb to just over half of all homes. Combined with a high speed ADSL service and mobile broadband products, Virgin Media is able to offer broadband internet access to virtually the entire country.

Virgin Media has the UK's most advanced TV on demand service and was the first TV platform to carry BBC iPlayer. It is the second largest provider of pay TV, was the first to launch a high definition TV service and offers a high-specification, HD-ready V+ personal video recorder.

The company operates the most popular virtual mobile network in the UK which, when launched, was the world's first such mobile phone service. It is also one of the largest fixed-line home phone providers in the country.

Virgin Media also owns Virgin Media Television (VMtv) which runs eight entertainment channels, including Virgin1, LIVING, Bravo and Challenge. VMtv is a 50 per cent joint partner with BBC Worldwide in UKTV, which consists of ten channels including Dave, G.O.L.D., Watch and Alibi.

Virgin Media Inc. is listed on the NASDAQ Stock Market and the London Stock Exchange (VMED).

Press contacts

Laura Nettley, Diffusion PR
laura.nettley@diffusionpr.com
020 7025 1500

Alasdair Townsend, Diffusion PR
alasdair.townsend@diffusionpr.com
020 7025 1500