

Email Data Source Secures Funding from New York Angels

Successful Internet Entrepreneurs' Fund Provides Investment to Grow Leading Email Research Technology

NEW YORK – April 20, 2006 – Email Data Source, the leading provider of email intelligence technology and the designer of Email Analyst™, the first comprehensive email intelligence platform, has secured Series A funding from New York Angels Inc., the New York metropolitan area's leading early stage investment group. Investment terms were not disclosed.

Pursuant to the investment, Email Data Source will add Hugh Cullman and Bob Rice to its Board of Directors. Mr. Rice is the former chairman of the Board of Viewpoint (NASDAQ: [VWPT](#)), which he founded.

Email Analyst, the premier product from Email Data Source, has made a splash in the interactive world since its launch in mid-2004 largely because it is the only solution available that provides actionable insights and the data behind them for the fast-growing email marketing segment. In the short time since its launch, Email Analyst has become an essential tool for more than 70 companies in the digital marketing arena on both the buy side and the sell side.

"Email Data Source is a natural fit within our portfolio since they are a clear market leader in a fast-expanding market," said Chris Saxman, Executive Director of New York Angels. "We see theirs as a very strategic opportunity that is being developed by a strong team. So, helping seed their growth makes a lot of sense."

"Anyone who examines the New York Angels' portfolio would see what a perfect partner they are for Email Data Source," said Bill McCloskey, President and CEO of Email Data Source. "We've grown to a very solid, profitable point organically, but we intend to grow our staff and ramp our sales more quickly through their investment."

About New York Angels, Inc.

New York Angels is the leading angel investment group in the New York metro area that invests in well-positioned start-ups as they get off the ground. Its mission is to provide opportunities for its members to obtain outstanding financial returns by investing in early stage technology and other high-growth companies in the Northeast and accelerating them to market leadership. Members, who have founded businesses and served as CEOs and venture capitalists, seek to apply their hard-earned lessons by mentoring and coaching the entrepreneurs in whom they invest. Since 1997, the group and its predecessor have invested more than \$21 million in 62 ventures. For more information, visit www.newyorkangels.com.

About Email Data Source, Inc.

Email Data Source provides technology and analysis for email marketers. The company has provided email marketing data as well as actionable insights and the intelligence behind them since 2003. Email Analyst™, which is their core product platform, monitors the world of email marketing for advertising agencies, brand marketers, direct marketers, and their affiliates and vendors. Launched in 2004, Email Analyst is the only product in the world that provides third party monitoring and tracking of email marketing efforts, with concomitant analysis that gives marketers clear insights into the complex world of email marketing. For more information, visit: www.emailanalyst.com.

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