



For Immediate Release

HABEAS AND EMAIL DATA SOURCE PARTNER TO EXPAND RICH DATA OFFERINGS TO EMAIL MARKETERS

Strategic Partnership Provides Actionable Intelligence for Email Marketers to Enable Deep Analysis of their Outbound Programs

Mountain View, Calif. – October 16, 2006 – Habeas, Inc. (www.habeas.com), the industry leader in email reputation services, today announced a strategic partnership with Email Data Source, Inc. (EDS), the leading provider of email intelligence technology, to increase the breadth and depth of information they offer their customers. As both companies leverage extensive expertise in helping customers enhance the effectiveness of their email marketing efforts, the relationship has dual benefit. EDS Email Analyst™ provides Habeas with complete transparency into the email marketing efforts of more than 18,000 brands. Habeas will leverage this data for insight into the email marketing landscape as well as create value-add customized reports for its client base. In turn, the partnership with Habeas allows EDS greater exposure to its core audience – brands and agencies who have a vested interest in their email marketing programs.

Email Analyst, launched in mid-2004, provides unique and actionable information regarding the email marketing landscape for the fast-growing email marketing segment. Since its launch, Email Analyst has become an essential tool for companies on both the buy side and sell side of the digital marketing arena. For Habeas, Email Analyst acts as a powerful quality assurance tool for its own services, providing insights into the quality and efficacy of delivered email. As a result, Habeas can better monitor customers' affiliate offers for compliance issues which might destroy brand equity or lead to ISP blacklisting or lawsuits.

“We share Habeas’ commitment to providing email marketers with technologies and insights that help increase the effectiveness of their email strategy. We are extremely pleased to be working with an industry leader like Habeas, as our complementary technology can further assist its customer base in achieving its marketing goals,” said William McCloskey, CEO of Email Data Source, Inc.

“The information obtained through the Email Analyst platform is extremely difficult or otherwise impossible to obtain, and yet invaluable to marketers and companies like Habeas,” said Des Cahill, CEO of Habeas. “Partnering with EDS adds significant value

to our existing offering, and as a result customers are able to derive more tangible business benefits from their relationship with Habeas.”

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.emaildatasource.com.

About Habeas, Inc.

Habeas is an Email Trust Authority that re-establishes email as a reliable business communications medium. Habeas enables commercial email senders to certify their communications as legitimate, and helps ISPs and message security vendors make better, more efficient decisions about how to sort inbound mail. By aggregating, analyzing, and categorizing the reputation of millions of email senders around the globe, Habeas is making sure legitimate email gets delivered.

Habeas Solutions for senders include best practices certification, Internet whitelisting, and email monitoring services that improve delivery to over a quarter of a million email servers at major Fortune 1000 companies and leading ISPs. Habeas Solutions for receivers include SenderIndex, the industry’s leading email reputation database that helps reduce inbound email handling costs and ensures end users receive the email they need.

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