email data source

For Immediate Release

Isobar U.S. President Sarah Fay Joins Email Data Source's Board of Directors

New York, NY - February X, 2007 - Email Data Source, Inc. today announced that Sarah Fay, President of Isobar U.S., was elected to Email Data Source's board of directors.

"As the head of one of the world's leading digital agency networks, Sarah brings tremendous insight to our business," said Bill McCloskey, President and CEO of Email Data Source. "Our core client base is comprised of agencies and brand managers, and Sarah will be an invaluable resource as we develop new products to serve that market."

"I have been a fan Email Data Source since our agency became a charter member in 2004," said Sarah Fay. "I am still amazed by the level of intelligence that can be gained by using this service. As EDS stands alone in its category, this opportunity will offer me a unique perspective of movement in the email market, and I look forward to playing a motivational role with this dynamic company."

Sarah is President of the U.S. arm of Isobar, a global network of digital marketing services companies owned by UK-based Aegis Group PLC. She manages the growth and integration strategy for the digital and one-to-one agency services that fall within Isobar U.S, including Ammo Marketing, Carat Fusion, Freestyle, iProspect and Molecular.

Sarah is one of the top leaders in the digital marketing industry, providing oversight and influence in the fields of digital creative, mobile and search marketing, web development, data intelligence and word of mouth. Her background includes serving as President of Carat Interactive (now Carat Fusion), which she launched and grew into the U.S. digital hub for Carat Americas. Prior to launching Carat Interactive in 2000, Sarah served as Managing Director of Carat Business and Technology for six years. Over that period of time, she played a major role in growing the agency from a small start-up team to a more than 150-person shop. Sarah is a regular speaker on the topic of interactive advertising, and is widely quoted in publications such as *Ad Age, Ad Week, DM News, B2B Magazine, New York Times, Wall Street Journal* and *USA Today*. Her industry recognition includes being named as one of the "Top 50 People to Know" by MediaPost in 2004, and as one of MediaPost's "Media 100 Influentials" in 2005. She also was an *Adweek* Media All Star in 2004, named one of *Ad Age's "*25 Women to Watch" in 2005, and was named one of *B2B Magazine's* "Top 100 Business Marketing Influencers" in 2002, 2003 and 2004.

About Email Data Source, Inc.

Email Data Source is the leading provider of competitive intelligence and independent analytics for email marketers. Since 2003, their core product, Email Analyst™ has been used by the foremost advertising agencies, brand marketers, email service providers, and publishers to track and monitor the world of email marketing.

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