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Attention Marketing Editors

EMAIL DATA SOURCE APPOINTS CARTER NICHOLAS AS CEO

New York - October 8, 2007 -- Email Data Source (www.emaildatasource.com), the leading provider of email intelligence technology and designer of Email Analyst TM, the industry's original source for email competitive intelligence, announced today the appointment of Carter Nicholas to serve as the company's Chief Executive Officer.

Mr. Nicholas joins Email Data Source's executive team from TripConnect, a travel oriented social network, where he has been the founder and CEO. Prior to TripConnect, Nicholas held executive positions at CheckM8, DoubleClick and Adone Classified Network. At CheckM8 Nicholas was responsible for leading the company's entrance into the US market, and at DoubleClick he managed the P&L and business operations in Southern Europe, Canada and Latin America, growing revenues from \$3 to \$18 million over a three year period.

"Carter's experience and track record as a manager, and his years of experience in online advertising and advertising technologies are a perfect fit for the next stage of our growth," said EDS Co-Founder and Chairman Bill McCloskey. Mr. McCloskey will be focused on developing and expanding the company's reseller and partnership channel as well as continuing his role as chief evangelist.

"Email Data Source has built an incredibly rich and powerful database of email marketing messages, coupled with analytic capabilities that make Email Analyst a must have for email marketers interested in competitive intelligence," said Nicholas. "The company is well positioned for rapid growth as the groundbreaker in this space. I look forward to helping the company succeed and taking its growth to the next level."

About Email Data Source, Inc.

Based in New York City, Email Data Source collects, analyzes, organizes, and archives thousands of daily email marketing messages, providing competitive intelligence and analytics to the email marketing community. The company has provided email marketing data as well as actionable insights and the intelligence behind them since 2003. Email Analyst TM, the company's core product, monitors the world of email marketing for advertising agencies, brand marketers, direct marketers and their affiliates and vendors. For more information visit: <http://www.emaildatasource.com>.

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