

FOR IMMEDIATE RELEASE

Attention Marketing Editors

**EMAIL DATA SOURCE OFFERS COMPLIMENTARY WEBINAR REVEALING HOW EMAIL
COMPETITIVE INTELLIGENCE IMPROVES MARKETING ROI**

New York - October 30, 2007 --Email Data Source(www.emaildatasource.com), the leading provider of email intelligence and designer of Email Analyst™, the industry's original source for email competitive intelligence, announced open registration of their upcoming webinar, "How Email Competitive Intelligence Improves Marketing ROI," scheduled for November 15th at 2PM EST <https://www.gotomeeting.com/register/125125565>.

"This Webinar reveals how email competitive intelligence helps marketers in the decision making process. From monitoring 3rd parties to selecting affiliates and evaluating the effectiveness of creative, this session overviews the best practices and new techniques used by email marketers today," said EDS Co-Founder and Chairman Bill McCloskey.

Speakers include; Bill McCloskey of Email Data Source, Morgan Stewart of ExactTarget, Kathryn Waters of OgilvyOne and Lisa Irvine of First Premier Bank.

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™, 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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