

FOR IMMEDIATE RELEASE

Attention Marketing Editors

EMAIL DATA SOURCE DOUBLES COVERAGE OF EMAIL MARKETING INDUSTRY IN LESS THAN NINE MONTHS.

New York - January 5, 2008 - Email Data Source www.emaildatasource.com, the email marketing industry's original source for email competitive intelligence, has now archived 5 million unique email marketing messages. The company has doubled its coverage of the email marketing industry in less than nine months. Email Data Source is the only provider of actionable data on over 5 million email marketing messages from over 36,000 companies.

"Email Data Source continues to expand its view of the inbox and provides marketers with useful insights into a great number of campaigns; including content, frequency, and other helpful data. By both increasing the breadth of the service as well as the transparency of the reporting, Email Data Source has proven to be one of the more important tools for the inbox marketer." -Sean O'Neal, Chief Marketing Officer, Datran Media

Email Data Source currently tracks over 36,000 companies in 231 market sectors and monitors in-house marketing campaigns as well as secondary sources such as affiliate networks, newsletters and email publications.

About Email Data Source, Inc.

Based in New York City, Email Data Source collects, analyzes, organizes and archives millions of 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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