

FOR IMMEDIATE RELEASE

Attention Marketing Editors

Email Data Source Ranks Email Brand Equity of 2008 Presidential Candidates

New York -January 24, 2008- Email Data Source (www.emaildatasource.com), the leading provider of email competitive analysis, released its study ranking the Email Brand Equity Index™ of the 2008 Presidential Candidates based on the quality and effectiveness of their email marketing efforts as well as the representation of their campaigns in third party emails.

Email Data Source monitors the email marketing campaigns of over 36,000 companies in 230 market sectors, providing data and analysis through its core product, Email Analyst™.

The Email Brand Equity Index™ is determined by compiling historical data on email marketing messages and measuring a combination of factors including the emails' perceived effectiveness in driving website traffic and the quality of the delivered email.

Email Brand Equity Rankings- 2008 Presidential Candidates

1) Hillary Clinton for President	hillaryclinton.com
2) Ron Paul 2008 Presidential	ronpaul2008.com
3) Obama for America	barackobama.com
4) Huckabee for President	mikehuckabee.com
5) John Edwards for President	johnedwards.com

"With 30 - 50% of contributions for candidates coming through the Internet and email marketing campaigns, the candidate with the most email addresses on file and most effective online fundraising strategy, may ultimately decide who wins the election. The ability to reach hundreds of thousands of individual donors with the next breaking news headline asking them to contribute has lead to surge moments generating millions of dollars in short bursts. It's these events in a close race that will make a difference in the end," said Juan Proaño, President of PlusThree.

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 please visit: <http://www.emaildatasource.com>

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