FOR IMMEDIATE RELEASE

Attention Marketing Editors

Email Data Source Ranks Email Brand Equity among Manufacturers of Running Shoes

New York, New York (Prweb) –April 11, 2008– Email Data Source (www.emaildatasource.com) the leading provider of email competitive analysis, released its study ranking the Email Brand Equity Index™ among manufacturers of Running Shoes based on the quality and effectiveness of their email marketing efforts as well as the representation of their brands 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- Running Shoe Manufacturers

1)	New Balance	newbalance.com
2)	Adidas	adidas.com
3)	Reebok	reebok.com
4)	Nike	nike.com
5)	Puma	puma.com

"We are pleased to provide marketers a way of measuring their brand equity across all email marketing channels which reflects how the typical consumer may perceive that brand in their inbox. Understanding how consumers see them as a whole--through in house marketing, as well as 3rd party newsletter sponsorships and affiliate marketing efforts--can help marketers improve their brand equity and their ROI. It has been shown that consumers respond more favorably to email marketing efforts based on positive past email experience. The Email Brand Equity Index™ is the first score that reflects a 360 degree view of email marketing," said Bill McCloskey, Email Data Source, Co-Founder and Chairman.

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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