

New York, NY and Indianapolis, IN July 8, 2008 - ExactTarget, a leading provider of on-demand email and one-to-one marketing solutions, and Direct Message Lab, the leading platform for brands to manage their communication and marketing in Web 2.0 and other emerging communication channels, announced that they are partnering to integrate their products. The integration will enable customers of ExactTarget to reach customers through widgets, desktop applications, social networks and other evolving channels. Direct Message Lab customers will now have the ability to add email and SMS to their existing implementations.

“Customers are looking to manage all of their communication and branding from one central platform,” said ExactTarget Co-Founder and Vice President of Partnerships Peter McCormick. “Integration of Direct Message Lab’s capabilities expands the number of channels of communication we can offer our entire client base. Strategically, this partnership is a great fit.”

Direct Message Lab CEO Steven Plous adds, “Brands need to have a presence in the high traffic areas of the Internet. To do this cost effectively they need to leverage their assets in new and engaging ways without duplicating content creation efforts. The combination of ExactTarget and Direct Message Lab gives customers reach across all channels with high efficiency.”

The Direct Message Lab platform is a powerful tool for delivering targeted, customized communication to users. By identifying and creating individual profiles for users, Direct Message Lab enables its brand partners to make each user’s experience more compelling and engaging. This drives higher engagement and stickier relationships. Information itself can be of any form including video, surveys, games and complete interactive applications such as weight trackers. Each piece of information can be scheduled for future delivery and removal. The platform also includes sophisticated capabilities such as Message Paths which allow brands to create and test different sets of messages to determine which drive the best result and then convert other users to the optimal path on the fly. Supporting the platform is a sophisticated metrics package enabling brands to analyze all aspects of their user base and the content which is delivered.

ExactTarget, Inc. is a leading provider of on-demand email marketing software solutions. The company’s suite of on-demand one-to-one marketing applications enables clients to send business-critical and event triggered communications to increase sales, optimize marketing investments and strengthen customer relationships. ExactTarget offers four editions of its on-demand software application along with integrated solutions such as ExactTarget for AppExchange and ExactTarget for Microsoft Dynamics CRM. ExactTarget offers a range of optimization services including support, implementation and training, integration, deliverability, account management, design and deployment and strategic consulting. ExactTarget’s software powers permission-based email communications for thousands of organizations. For more information, please visit [www.exacttarget.com](http://www.exacttarget.com) or call 1-866-EMAILLET.

Direct Message Lab is the leading provider of tools, strategy and distribution for companies to deliver targeted, personalized communication and branded experiences through the use of social networks, widgets, start pages, desktop applications, online calendars and other emerging channels of communication. DML provides a simple to use platform that enables quick and easy content creation and management, automatically repurposes assets across multiple channels of communication, and includes complete metrics. Direct Message Lab's customers include many Fortune 500 companies and top Internet retailers. For more information visit [www.directmessagelab.com](http://www.directmessagelab.com) or call 212-398-6811.