

BrightWave Marketing and EmailStatCenter.com Added as Major Sponsors of the Email Experience Council

Leading Email Services Firm and Industry Metrics Portal Join Newly Expanded Industry Membership Organization

ATLANTA, GA (July 26, 2007) The Email Experience Council (eec), an organization of global professionals driving and defining email marketing and communications practices, today announced an expanded agreement and partnership with two Atlanta based companies. BrightWave Marketing, a leading independent email marketing services firm, and EmailStatCenter.com, the first centralized online repository of statistics and research specific to the email marketing industry, will join the eec's sponsorship roster and enhance their existing relationships.

In March, 2007 the eec joined forces with BrightWave Marketing to launch EmailStatCenter.com which has become the leading authority on email marketing metrics and has been enthusiastically embraced by its industry colleagues. BrightWave Marketing, a boutique email marketing services firm that works with clients like ACS, Floor & Décor and Lowe's, has been an early active member of the eec and looked to expand their commitment to the eec.

"The Email Experience Council has led the email industry through one of the most important transitions in our history and has shown great leadership, ambitious initiatives and brought a fragmented industry together, all in a short time period," said Simms Jenkins, Founder and Principal of BrightWave Marketing and EmailStatCenter.com. "We felt BrightWave Marketing and EmailStatCenter.com should continue to support this key group and remain closely involved with its development. We look forward to contributing and improving the future of email marketing and using these shared learnings and best practices with our clients and peers."

Jeanniy Mullen, Founder and Chairwoman of the eec, Executive Director and Senior Partner of Email Marketing at OgilvyOne worldwide stated "As the email marketing community continues to evolve, the need for passionate advocates in the space is critical to continued growth and success. BrightWave Marketing's strategic and technical leadership and EmailStatCenter.com's visionary methodology for capturing and sharing key data points and information is a powerful combination. The eec is proud to enter into this strategic partnership. Moving forward the combined benefits will offer a powerpacked resource for email marketers worldwide."

About BrightWave Marketing

BrightWave Marketing (www.BrightWaveMarketing.com) is a specialized marketing firm focused on creating and managing exceptional strategic and tactical online acquisition and retention programs that drive revenue, cut costs and build relationships. BrightWave Marketing offers targeted and measurable solutions leveraging the flexibility and economy of Email Marketing, search engine keyword buys and other online customer relationship tools.

The company's primary areas of service are Email Marketing, Creative Services, eMarketing Strategy & Planning, Legislation & Customer Privacy Expertise, Data Services & List Hygiene/Management and Search Engine Keyword Buy Management. Headquartered in Atlanta, GA, BrightWave Marketing has done work for a blue chip client roster including ACS, BellSouth, CoreNet Global, Floor & Décor, GMAC Insurance, Lowe's and Whole Foods as well as leading advertising and marketing firms. For more information, please visit www.BrightWaveMarketing.com

About EmailStatCenter.com

EmailStatCenter.com is the leading internet destination for research, metrics and statistical insight on all things email marketing. The website aggregates sources and offers easy-to-find information on various email related statistical topics. Website users vary from email marketing practitioners to journalists seeking easy to find stats to information on email marketing metrics. BrightWave Marketing owns and operates EmailStatCenter.com and is supported through a unique partnership with the Email Experience Council. For more information, please visit www.EmailStatCenter.com

About the Email Experience Council (eec)

The eec is a global professional organization striving to enhance the image of email marketing and communications, while celebrating and advocating its importance in business, and its ROI value. The eec is committed to regularly conducting a broad series of email initiatives for a variety of organizations that highlight the positive impact and importance of email as a marketing tool, communications vehicle and branding device. Additionally, eec members are setting the standards for email through Marketing Roundtables. The eec members are representative of other trade organizations, agencies, advertisers, technology partners, clients and companies focused on the potential of email marketing via mobile and other digital devices. For more information about the eec please visit www.EmailExperience.org

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