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BRIGHTWAVE MARKETING RESPONDS TO THE EMAIL EXPERIENCE COUNCIL'S CALL FOR INDUSTRY STANDARDS

EmailStatCenter.com Launched as the Web's Definitive Source of Statistical Data for the Email Marketing Industry

UPPER MONTCLAIR, N.J. (March 29, 2007) — The Email Experience Council (eec), an organization of global professionals driving and defining email marketing and communications practices, today announced a partnership with BrightWave Marketing, a leading independent email marketing company, to establish and support EmailStatCenter.com, the first centralized online repository of statistics and research specific to the email marketing industry.

EmailStatCenter.com is a free, easy-to-use site featuring extensive research and resources from various sources throughout the industry. Under the terms of the agreement, the eec will contribute the latest industry reports from the eec's White Paper Forum and work with eec members to provide the EmailStatCenter.com with the most current research and metrics data available. With a wide range of research from basic data like average open and click-through rates, to more sophisticated metrics and results from detailed research studies and white papers, EmailStatCenter.com is an authoritative source of email marketing trends, measurement and metrics.

"We recognize and the applaud the eec for calling upon the industry to develop standardized metrics," said Simms Jenkins, founder and principal of EmailStatCenter.com/BrightWave Marketing. "EmailStatCenter.com demonstrates our support of the eec's email metrics and bounce management survey findings, and our commitment to meeting the industry's growing demand for current research and statistical data."

“BrightWave is a great advocate for standardized metrics,” explained Jeannie Mullen, the founder of the eec. “At the eec, we strive to continuously produce survey and report information that enhances the manner in which email is accepted and used. By working with BrightWave and EmailStatCenter.com in creating an industry repository of data, email marketers now have one centralized, definitive resource for email industry metrics, data, research and information.”

About BrightWave Marketing/EmailStatCenter.com

BrightWave Marketing (www.BrightWaveMarketing.com) is a leading independent email marketing services firm based in Atlanta and the creator of EmailStatCenter.com, a leading Internet destination for research, metrics and statistical insight for 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. 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 and digital marketing. For more information about the eec, please visit www.EmailExperience.org.

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