



email experience council | 407 Park St Upper Montclair, NJ 07043

Press Contact:

Ali Swerdlow

email experience council

(888) 804-4521 extension 3

ali@emailexperience.org

THE EMAIL EXPERIENCE COUNCIL ANNOUNCES THE RELEASE OF THE ORGANIZATION'S FIRST STANDARD; THE OFFICIAL SPELLING OF EMAIL

Upper Montclair, NJ – September 28, 2006 – The email experience council (eec), a leading global email marketing best practices and advocacy organization, today announced the results of its first of five strategic initiatives centered around the evolution and standardization of email channel; the “official spelling of the word for electronic mail – email”. No hyphen between “e” and “mail”.

The eec began its charter, in July of 2006, as a professional organization comprised of marketers of brands and products, service providers, consultants, technology providers and agencies. Its mission: to enhance the images of email marketing and digital communications, while celebrating and advocating its critical importance in business: its ROI value. In creating its agenda and plans for 2006 and 2007, a seemingly simply yet relevant observation was made by the co-founders, Paul Beck and Jeanniey Mullen. The most basic standard in email had not been set. There were multiple spellings of the word email; email, Email, e-mail, e-Mail, E-mail, eMail.

Beck and Mullen surmised that if the organization were to develop and distribute standards and best practices for marketers around the world to follow in order to improve the world’s largest communications channel, standardizing the spelling of the word “email” would be the most logical first step they could take.

“Along with the help of our members, we initiated multiple forms of research to gather insights with which to render an opinion.” “We leveraged as much primary research as we could find, reached out to multiple social networks and professional organizations with the issue and e ran multiple surveys,” said Mullen. “The results are that the majority of professional marketers spell and feel that it is appropriate to spell the word as ‘email’ without a hyphen. We also found that most believe that traditional capitalization rules should apply; If it begins a sentence or is leveraged as a proper noun, it should be spelled “Email”. We support this and are working to get this incorporated in to dictionary and reference resources around the world as well as to ensure all the thousands of companies



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that our members represent, commit to this standard. Wikipedia (<http://en.wikipedia.org/wiki/E-mail>) has already been updated" continued Mullen.

The evolution of words also delivered some insight, informing the eec's decision. "If you look at how the word 'online' seems to have evolved, you can make a case for our decision to support this spelling", said Beck. "The word "online" appears to come from two separate words, 'on' and 'line'." "We then found that the spelling changed to "on-line" with a hyphen joining the two words into one." Beck added that, "Today, the word is spelled "online" with no hyphen, therefore following the same logic, 'electronic mail' evolved to e-mail and should now be officially spelled email." The Oxford English Dictionary, and many other publishers are in support of this spelling

In addition to this release, the eec is expected to release standards regarding four other key issues in the email industry in 2006. These include; list growth and acquisition, email user experience, deliverability and rendering and how to gain support for email inside your organization.

About The Email Experience Council

The Email Experience Council (<http://www.emailexperience.org>) is a champion for digital communications centered on the point of view of inbox owner. We are a global professional organization. We strive to enhance the image of email marketing and communications, while celebrating and advocating its critical importance in business; its ROI value. Through the active proliferation of email and digital marketing best practices, case studies, trends, cutting edge technologies and strategies, the eec is an actionable resource for professionals and a beacon for the evolution of the email channel.

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. eec members are representative of other trade organizations and the leading agencies, advertisers, technology partners, service providers and brands focused on the potential of email and digital marketing. Members include Ogilvy, Pivotal Veracity, Forbes, Unilever, Cisco, Agency.com, IBM, American Express, LexusNexus and ReturnPath. <http://www.emailexperience.org>.

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