

WhatCounts Expands Deliverability Team with Key Hire

Leading deliverability Guru, Josie Walls, joins the WhatCounts Professional Services Team

SEATTLE, WA – January 21, 2008 – WhatCounts, Inc., a leader in comprehensive e-communication programs, announced today the recent hire of deliverability expert Josie Walls. As the new Senior Email Deliverability Manager, Walls will focus her attention on enhancing processes at WhatCounts, thereby maximizing deliverability for all WhatCounts customers. Walls brings eight years of experience in internet service provider (ISP) relationship management and administration of email deliverability strategy and best practices for other leading email service providers including some of the biggest names in the industry.

"This exciting new position offers me the opportunity to help educate marketers on the most effective ways to ensure compliance with email best practices while maximizing message delivery and ROI," said Walls.

While establishing extensive relationships with ISPs and others in the email industry throughout her career, Walls has created a solid foundation in bounce processing practices, sender reputation, IP management, and all matters related to the successful delivery of email messages. She will be tasked with internal system audits, process improvements, and managing compliance for maximum effectiveness. Working with deliverability partner Pivotal Veracity, Walls will round out the WhatCounts service offerings through enhanced deliverability consulting packages and services.

WhatCounts offers differentiated, comprehensive deliverability packages at no charge to customers. SmartStart™ and Deliverability Assurance™ services are bundled with the e-Communications Suite and include deliverability consulting, ISP relationship management, reputation consultation, campaign audits, and bounce process configuration. WhatCounts includes these services for customers in order to combat deliverability problems that email marketers may face.

"It is vitally important to email marketing success that we audit campaigns before they launch to ensure renderability and deliverability," said Walls. "ISPs modify their sender requirements continuously. Without properly configuring bounce procedures and monitoring blacklists regularly, all email marketers run the risk of jeopardizing deliverability."

Walls will provide valuable recommendations to improve deliverability and educate customers on the evolving authentication and compliance requirements at the various ISPs. With her broad knowledge of existing and emerging email best practices, volume distribution strategy, and extensive knowledge of ISP error codes and bounce management procedures, Walls is the perfect choice to lead WhatCounts' deliverability initiatives. Throughout her career, Walls has shown a talent for working in the notoriously difficult world of ISPs, making her well suited to consult with email marketers on best practices and volume distribution strategy.

"We know Josie's experience and knowledge will be a huge asset to our team," said Justin Foster, Vice President of Professional Services. "Josie is tasked with overseeing all aspects of email deliverability and ISP relationships to ensure compliance with email best practices and provide strategy for successful email delivery."

About WhatCounts, Inc.

WhatCounts is a leader in comprehensive e-communication programs leveraging the power of targeted permission-based email messaging, interactive two-way dialogue, personalized content syndication (RSS) and extensive marketing services.

Deliverability management, strategic coaching, best practices benchmarking and professional services ensure substantial returns on loyalty marketing investments.

The powerful WhatCounts e-Communications Suite represents over ten years of industry expertise and development, and enables marketers to build brand loyalty through enhanced communication and granular analytics. This robust platform can be delivered through a hosted Web-based application for direct customers and agency resellers or via the unique proprietary Broadcaster™ appliance. With the development of the Broadcaster™, WhatCounts was the first company to offer a hardware solution with pre-installed software to eliminate metered fees. Flexible application programming interfaces allow for seamless integration between the e-Communications Suite and customer relationship management, marketing and reporting platforms.

Founded in 2000, WhatCounts is a private Seattle-based company with offices across North America. For more information, please visit www.whatcounts.com or call (800) 440-7005.

Media Contact

Ola Bateman

WhatCounts, Inc.

206.709.8250 x231

ola@whatcounts.com

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