

WhatCounts is a Highly Valuable Option for Large-Enterprise Marketers says a Leading Analyst Firm

Leading research director and analyst releases the latest Email Marketing Buyers Guide reaffirming WhatCounts' value with the most complete array of deployment options for marketers.

SEATTLE, WA – March 5, 2008 – WhatCounts, Inc., a leader in e-communication solutions for marketers, today announced its prominent ranking in the latest email marketing industry report by leading analyst firm JupiterResearch. The 2008 Email Marketing Buyers Guide released this month recognizes WhatCounts as a “highly valuable option” for large enterprise organizations such as retailers, content publishers, and financial institutions.

The JupiterResearch Buyers Guide uses independent research and decision-maker feedback to present a detailed evaluation of the distinct needs of email marketers and an in-depth analysis of 32 email service providers. The report details the offerings of each vendor while assessing value based on suitability and breadth of services across three categories including full-service engagements, large-enterprise organizations, and small/midsize businesses.

In consecutive reports WhatCounts has been identified as an industry leader that offers the most complete array of deployment options amongst email service providers. By leveraging both an on-premises application via the WhatCounts Broadcaster™ appliance and a hosted software-as-a-service (SaaS) platform running the WhatCounts e-Communications Suite™, WhatCounts offers every marketer the option to migrate from one deployment type to another. This unique advantage, coupled with a comprehensive suite of strategic, campaign management and professional services, makes WhatCounts a top choice for retailers, content publishers, financial institutions, and agencies. The e-communications service provider is highlighted by JupiterResearch as an industry leader in both categories of market suitability and overall business value.

In the report, lead analyst and research director David Daniels concludes, “WhatCounts offers the most complete array of deployment options including self-service, collaborative service, and full-service as well as an on-premises appliance the runs on the same application code base as does its hosted offering. Such flexible deployment models make its offering quite unique in the marketplace. WhatCounts is a suitable and highly valuable option for marketers seeking an on-premises deployment or the potential flexibility of transitioning deployment options.”

Significant feature and service enhancements over the past year are highlighted in the report and demonstrate the importance that WhatCounts places on user experience, reporting and strategic services with an emphasis on email deliverability and sender reputation. “WhatCounts has done an excellent job of enhancing its application. WhatCounts grew its services business and personnel, allowing it to be relatively more competitive in the marketplace on this front,” acknowledges the Buyers Guide.

“WhatCounts is proud to be recognized as a leading ESP in the large-enterprise market for the second year in a row,” said Brian Ratzliff, President of WhatCounts. “We are pleased that the progress we have shown has not only led to an increase in marketplace traction, but in recognition within our industry and amongst our peers.”

To obtain a copy of the 2008 Email Marketing Buyers Guide, visit www.jupiterresearch.com.

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

###