EH Publishing Selects Bronto Software for Email Marketing
Niche Publisher Expands Communications with Targeted E-Mail Newsletters

November 15, 2005 – Durham, NC – EH Publishing based in Framingham, MA, creator of Electronic House, CE Pro Magazine, and a variety of publications and tradeshows based upon the adaptation of technology in the home environment, recently selected Bronto as their email marketing software. EH Publishing will utilize Bronto's web-based email software to deliver marketing messages to increase their customer base and cross-promote their products.

Elizabeth Crews, EH Publishing's Circulation Director stated "We chose Bronto Software because of the application's flexibility, deliverability and detailed tracking capabilities. Bronto also allows us to keep all our email addresses from various divisions in one place with a measurable history. We have gotten to a point in our business where need to market smarter, we expect Bronto will help us achieve that goal."

"Bronto is focused on creating the best experience for customers with email marketing" remarked Joe Colopy, President of Bronto Software. "Our clients need a product that helps them communicate with their customers online. Bronto is dedicated to providing the tools that help them do their job and we're really pleased that EH Publishing has chosen Bronto as their email marketing software."

About Bronto
Bronto Software is a leading email marketing software company with clients across North America and Europe. Bronto was founded in 2002 by two former Red Hat executives and is headquartered in Durham, North Carolina. Organizations use Bronto's web-based software to manage email contact lists for sending email newsletters, email surveys and other communications. For more information about, please visit http://bronto.com/pr or contact Melissa Adams in Bronto PR @ (919) 226-9363 x. 111, or email pr@bronto.com.

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