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## **Leading Email Marketing Solution Provider Wins Distinguished Awards**

*The Listrak Email Marketing System Shines in 2006*

Summary: Listrak, a leading email marketing solution provider, wins distinguished accolades and recognitions in 2006 from the Greater Philadelphia Chamber of Commerce and the Central Penn Business Journal.

**Lititz, PA - November 6, 2006** - Listrak, a leading email marketing solution provider, is proud to announce a year filled with awards, accolades and recognitions. The company attributes its outstanding accomplishments to the value of its email marketing solution, its exceptional return on investment and the company's commitment to putting their customers first. This year's recognitions arrive from the Greater Philadelphia Chamber of Commerce and the Central Penn Business Journal.

On November 2, 2006, Listrak won The Greater Philadelphia Chamber of Commerce's prestigious 2007 Small Business Technological Excellence of the Year Award. This award recognizes the company's vitality, achievement, creativity, stability and impact. Winners, like Listrak email marketing solutions, were also judged on non-revenue generating qualities like mentoring, customer service, employee recognition, civic responsibility and involvement. Awards were presented during the Chamber's 24<sup>th</sup> annual Small Business Excellence Awards dinner on November 2, 2006.

In addition, the Central Penn Business Journal recognized Listrak this September as one of its Top Fifty Fastest Growing Companies for the second year in a row. Listrak's monumental growth, largely due to its flagship opt-in email marketing product, is expected to continue into 2007 and beyond based on the popularity, efficiency and ease of targeted email marketing. This award proves that an innovative, interactive email direct marketing firm can compete with other, more established industries.

"The entire Listrak team is extremely proud of its recent accomplishments and recognitions," states Ross Kramer, CEO. "Each award underscores our achievements in email direct marketing technological innovation, quality, reliability and email deliverability. It also shows that our efforts to put customers first are recognized and appreciated."

Continuing its momentum, Listrak, and its opt-in email marketing solution, was named a finalist for this year's Business of the Year Award in the Emerging Business category, presented by Central Penn Business Journal. The award reception is scheduled for December 4, 2006.

Listrak's targeted email direct marketing solution helps improve the success and profitability of marketing and IT efforts across all industries. To learn more about the Listrak bulk email service, read email direct marketing articles, white papers and customer newsletter archives, visit [www.listrak.com](http://www.listrak.com).

### **About Listrak**

Listrak is a leading provider of hosted email marketing software that allows permission-based marketers to manage, send, track and grow their email marketing investment. Listrak services clients such as Daimler Chrysler, Motorola, L'Oreal and the Islands of the Bahamas from its Lititz, PA headquarters. Listrak was named the 2006 Small Business Technological Excellence Award winner by the Philadelphia Chamber of Commerce, a Top Fifty Fastest Growing Company in 2006 and 2005 by the Central Penn Business Journal and the 2005 Growth Company of the Year by the Technology Council of Central PA.

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