

One to One Interactive Completes Acquisition of the Email Business of Bluestreak, Inc.



July 31, 2007 – BOSTON, MA. *One to One Interactive*, a leading digital marketing holding company, announced today that it has acquired *IonMX*, a Rhode Island-based email marketing solutions and services company, as well as its messaging platform and corresponding technologies. The *IonMX* brand, formerly of *Bluestreak, Inc.*, will be incorporated into the growing portfolio of opt-in messaging products offered by *One to One's* OTOLabs division. This deal marks the largest in a string of *One to One* acquisitions and also comes on the heels of *Aegis Group's* acquisition of the *Bluestreak* ad-serving unit and network. Terms of the sale were not disclosed.

The current version of the *IonMX* technology is an advanced permission-based marketing platform with applications for both email and RSS. Additional features, including SMS capabilities, are currently in development, and will be released in the coming months.

"One to One's purchase of *IonMX* will help ensure a bright future for the brand in coming years," said Annette Tonti, Co-Founder and Chairman of *Bluestreak*. "Today's email services clients are looking for the kind of depth and expanded service offerings that *One to One* can bring to the table. Permission based one-to-one messaging will continue to experience strong growth over the coming years, *IonMX* positions *One to One* as a true leader in the digital marketing industry"

"Email marketing, a \$2.0 billion industry today, remains an important channel in the digital marketing landscape. Next generation email marketing platforms like *IonMX* enable marketers to efficiently reach targeted segments of their existing and prospective customer bases, with the right message at the right time. We expect to see more attention turned to the other leading email marketing companies in the next 6-9 months," said Stan M. Sandberg, a Principal at *Gridley & Company LLC*.

As the *IonMX* company is transitioned into *One to One Interactive*, its operations will move from Rhode Island to *One to One's* corporate headquarters in Charlestown, MA. Additionally, the *IonMX* London office will be merged with OTOLabs' London operations.

"The acquisition of *IonMX* helps to bolster an already strong portfolio of opt-in solutions offered by OTOlabs. Together with ThinkDesktop and Polythink, we can provide our clients with a multitude of solutions to help them engage in ongoing dialog with their consumers," said Ian Karnell, CEO and co-founder of *One to One Interactive*. "In addition to the business implications of the deal, we're also extremely thrilled to welcome a fresh wave of new media talent into the growing *One to One* family."

Gridley & Company LLC served as the exclusive financial advisor to Bluestreak in the sale of the assets and contracts of the email marketing business.

About One to One Interactive

One to One Interactive is a leading innovative marketing services, technology, and media company that aims to deepen the connection between brands and their customers by deploying state-of-the-art and cutting-edge digital marketing techniques. The One to One Interactive holding company includes OTOi which focuses on digital marketing, creative and technology professional services; OTOlabs' suite of permission-based digital marketing platforms enables marketers and publishers to use the rapidly evolving online interactive marketing space to achieve a new, enhanced relationship with their customers; and OTOnetworks focusing on the creation and distribution of niche digital media channels to provide marketers with performance based customer lead and acquisition opportunities.

About Bluestreak, Inc.

Bluestreak is a leading provider of digital marketing technologies and services that help global marketers and agencies connect and interact with their online customers. A pioneer in rich media, the company today offers a full range of digital marketing solutions including a next-generation, permission-based email marketing platform, a powerful ad management solution and strategic services for guiding customers through digital customer acquisition and/or retention programs. Bluestreak sets itself apart by providing marketers with state-of-the-art email marketing capabilities, including response-oriented creative development, email sweepstakes solutions, email program health checks and messaging on emerging platforms like RSS and SMS.

About Gridley & Company LLC

Gridley is a boutique investment bank that provides financial advisory services to companies in the Information Services industry with a specific focus in the following sectors: Financial Technology; Marketing Services; Data Services; Outsourcing Services and Internet Services. Our dedicated industry focus, thoughtful strategic insights and extensive relevant transaction experience differentiate us from other Wall Street firms and lead to successful results for our clients. Gridley & Company LLC was founded in 2001 and is headquartered in New York City.