

Email Service Provider ExactTarget Adds 71 New Customers in September, Including MarketWorks, Cheryl & Co., Zynx Health, and ePrairie.com

INDIANAPOLIS – (October 21, 2004) – ExactTarget, a developer of on-demand email marketing software solutions, added more than 70 new organizations to its growing customer list in September, bringing its customer base to nearly 2,800 organizations worldwide. New customers represent a variety of industries including software, bakery goods, marketing and medicine. Among the new customers are:

- MarketWorks, an Atlanta-based provider of solutions for multi-channel and global sales companies, and the largest Certified Solutions Provider for eBay. MarketWorks will offer the ExactTarget email solution to its merchant customers, who will use it to promote special offers to their customers and enhance sales on eBay and other online channels.
- Cheryl & Co., a Columbus, Ohio cookie manufacturer with national distribution and retail, corporate, foodservice, and catalogue divisions. Founded in 1981 as Cheryl's Cookies, the firm has grown to be a multi million-dollar enterprise. Cheryl & Co. will use ExactTarget to deliver 100,000 weekly emails about their special offerings. They chose this system because ExactTarget provides enhanced deliverability, message design capabilities, and analytics that directly improve bottom-line results.
- Zynx Health, a Los Angeles firm recognized for advancing evidence-based medicine through the delivery of the latest scientific knowledge and best practice guideline. Zynx recently used the ExactTarget solution to notify its client base of the recent change in CDC guidelines for dispensing the flu vaccine. Zynx selected ExactTarget for its ability to deliver trackable emails in real time.
- **Punch! Software, a Kansas City based developer of software for home design and landscaping. Punch! is ranked among the top five best selling home design software titles by NPD Intellect, an independent research firm which tracks monthly sales of software titles. Punch! Software will use the ExactTarget solution to achieve true one-to-one marketing by first developing an online survey of customer needs then delivering customized newsletters and direct-to-consumer offers to prospects and customers.**
- ePrairie.com, Inc., a Chicago-based online newsletter delivering business and technology news in the Midwest. ePrairie.com will use ExactTarget to deliver its daily newsletter to tens of thousands of subscribers.

Excerpt from Exact Target Web site.
http://website.exacttarget.com/pressrelease_10_21_04.asp