

Leading Email Marketing Solution Provider Listrak Wins Emerging Business of the Year Award

LITITZ, PA, Jan. 17, 2007 – Listrak, a leading email marketing solution provider based near Lancaster, PA, is proud to announce that it was chosen by the Central Penn Business Journal as its Emerging Business of Year 2006. It was one of six finalists selected by a panel of distinguished business men and women from the central PA region. Listrak won because of its strong dedication to success, business, and community.

“We are thrilled by this recognition,” says Ross Kramer, CEO of Listrak. “Our team has worked hard to build innovative products and services that really make a difference to our customers. Our goal is to make it easier for organizations to communicate with and understand the needs of their audience, and this award proves that our efforts are making an impact.”

Listrak was started in 2001 by Ross Kramer and his father, Howard. It has grown into a global operation with high profile clients such as L’Oreal, Motorola, Daimler Chrysler, The Bahamas, The Royal Bank of Scotland, and Wolfgang Puck Fine Dining Group. But its focus remains on helping mid-tier companies achieve the same benchmarks and results as companies that are much larger and more technically-savvy.

Listrak offers a robust email marketing solution that features list management, subscribe/unsubscribe management, import/export wizard, tracking, and geographic email marketing, which Listrak pioneered in 2005. The system supports more than 5,000 concurrent users and contains more than 40 million database records.

As part of its community outreach program, Listrak provides its products and services free to many nonprofit organizations. In 2005, Listrak donated its services to the Salvation Army, which used it to raise more than \$200,000 from more than 14,000 donors for the Hurricane Katrina and Hurricane Rita relief funds. Also, Listrak provides its software, training, and counsel to the Pennsylvania State Police for the distribution of Amber Alerts.

Listrak's targeted email marketing solution helps improve the success and profitability of marketing and IT efforts across all industries. To learn more about the Listrak email service; or to read articles, white papers, and customer newsletter archives, visit 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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