

New Email Learning Center: Jigsaw Pieces Together the Puzzle for Email Marketing Success

SAN MATEO, CA - August 18, 2009 – The email marketing industry is expected to grow at an incremental \$150 - \$200 Million per year, primarily driven by email for prospecting and acquisition; and because every email marketing campaign begins with targeted contacts, Jigsaw, the world's largest online directory of business contacts, is often the first box to check on the email marketing 'to do' list.

Email prospecting to non-opt-in emails generates many opportunities. In fact, according to the DMA, email lead generation continues to produce the highest response rates for prospecting and lead generation, even higher than search. However, it must be done in compliance with the CAN-SPAM Act and other legislation, as well as with industry best practices. To help businesses capitalize on this opportunity and avoid many of the risks, Jigsaw has launched an Email Learning Center, a one-stop resource for targeted BtoB mailing lists, as well as information and best practices from email marketing experts.

The Jigsaw Email Learning Center provides:

- Best practices guidelines
- CAN-SPAM and optimization webinars
- White papers and case studies
- Easy tips and articles for optimizing email marketing success

"Email is now the most important, cost effective channel in the media mix for marketers." said Jigsaw CEO Jim Fowler. " Through our new Email Learning Center, we are helping our clients stay on top of ever changing best practices and regulations and get the best response rates from the most targeted lists."

Jigsaw has become the go-to resource for sales and marketing professionals by providing both individuals and enterprises with fast access to accurate and complete BtoB data, tools and resources.

The Jigsaw Email Learning Center is at

http://www.jigsaw.com/company_information/email_learning_center.xhtml. Visit

http://enterprise.jigsaw.com/products/jigsaw_lists.html for information about Jigsaw targeted BtoB mailing lists.

Contributing partners in the Email Learning Center include BrightWave Marketing, Marketo, Responsys, VerticalResponse, and Zeta Interactive.

About Jigsaw:

Jigsaw (www.jigsaw.com) is a leading provider of business information and data services that uniquely leverages user-generated content contributed by its global business-to-business community of 900,000 members. Jigsaw gives individuals and companies access to contact information for 14 million business people and profiles of 2.6 million companies. In addition to delivering low-cost and easy access to high-value business information for sales, marketing, recruiting and customer service, Jigsaw provides companies with cloud-based data acquisition and management services. Founded in 2004, Jigsaw is located in San Mateo, Calif. and funded by Austin Ventures, El Dorado Ventures, and Norwest Venture Partners.

###

Press Contact:

Jeff Koo

Sparkpr

jeff@sparkpr.com

(415) 321-1866