



FOR IMMEDIATE RELEASE

SpinSix[®] Earns ExactTarget Subscribers Rule Award for Email Program of the Year

Company Named from Field of More than 7,000 ExactTarget Clients Worldwide

INDIANAPOLIS (Oct. 14, 2009) – Phoenix- based SpinSix Strategic Marketing Design earned the title of ExactTarget Subscribers Rule Email Program of the Year today for its lead nurturing email campaign for [DriveTime](#).

Selected from nominations from [ExactTarget's](#) more than 7,000 clients worldwide, the annual Subscribers Rule Email Program of the Year Award recognizes an ExactTarget client who has an industry-leading example of the best overall email marketing program from start to finish – including strategy, data management, creative, use of dynamic content and targeting, integration, and results.

"The campaign we developed with DriveTime is an example of ongoing optimization to generate great results and a great user experience for our client and their customers," said Anthony Helmstetter, Chief Strategy Officer at SpinSix. "We have some very cutting edge capabilities and the know-how to put them into practice. The results speak for themselves."

The award-winning email campaign is based on multiple lead nurturing efforts aimed at driving increased purchases. For example, one campaign targets prospective buyers until time of purchase, at which point the customer automatically becomes part of a second email campaign that promotes timely payments, referrals and future vehicle purchases.

Powered by ExactTarget's triggered email technology, DriveTime's email efforts are the most cost-effective component of the company's marketing campaign and help the company achieve year-over-year list growth and a subscriber opt-out rate below two percent.

"This year's field of Subscribers Rule Award recipients represents the best in the one-to-one marketing industry," said Scott Dorsey, chief executive officer and co-founder of ExactTarget. "By pairing the Subscribers Rule philosophy with ExactTarget technology, each of these world-class marketers have set the standard for others to follow."

The [awards](#) are the namesake of ExactTarget's [Subscribers Rule](#) philosophy that's aimed at educating marketers on the importance of respecting subscriber preferences when sending marketing messages. The Subscribers Rule philosophy consists of three simple tenets:

- * Serve the individual
- * Honor their unique preferences with regard to communication, content, frequency and channel
- * Deliver them timely, relevant content that improves their lives

SpinSix received the award on the main stage of ExactTarget's annual user conference [Connections '09](#), the world's largest gathering of one-to-one marketers. More than 1,300 are attending the three-day conference in Indianapolis that features addresses by three-time *New York Times* bestselling author [Malcolm Gladwell](#), academy-award winning actress [Marlee Matlin](#) and nearly 30 interactive breakout sessions ranging from emarketing best practices to building multichannel marketing campaigns.

For the latest news and announcements from ExactTarget's Connections09, visit www.Connections09.com.

About SpinSix

SpinSix Strategic Marketing Design is an industry leader in integrated marketing solutions design to deliver highly measurable results to their clients. By providing a range of over 130 service deliverables to a variety of clients, SpinSix remains at the forefront of technology marketing and revenue generation. The LINC[®] technology platform is a core component of many SpinSix clients including CVS|Caremark, FileMaker, Hancock Fabrics, and Sage.

is the nation's largest integrated car sales and financing company focused on customers with credit issues. Our mission is to be the

About DriveTime

DriveTime is the nation's largest integrated car sales and financing company focused on customers with credit issues. Our mission is to be the auto dealership and finance company of choice for people with no credit, less-than-perfect credit or substantial credit issues by providing innovative credit solutions, quality vehicles and outstanding customer service. At DriveTime, we are committed to sending our customers home in a quality used vehicle, regardless of their financial circumstances. For more information, visit www.drivetime.com or call 1-888-418-1212.

About ExactTarget

ExactTarget is a leading global provider of on-demand email and one-to-one marketing solutions. The company's software as a service technology provides organizations a single platform to connect with customers via triggered and transactional email, integrated text messaging, voice messaging, landing pages and social media. Supported by collaborative global services teams, ExactTarget's technology integrates with more sales and marketing information systems than any other in the industry, including Salesforce.com, Microsoft Dynamics CRM, Omniture and Webtrends among many others. ExactTarget's software powers permission-based multi-channel communications for thousands of organizations around the world including Expedia.com, Aurora Fashions, Papa John's, CareerBuilder.com, Gannett Co., Inc., The Leukemia & Lymphoma Society, The Home Depot, Liberty Mutual Group and Wellpoint, Inc. For more information, visit www.exacttarget.com or call 1-866-EMAILLET.

-30-

Media Contacts:

Melissa Rein (for SpinSix) — 602-384-4747 or mrein@roseandallynpr.com

Mitch Frazier (ExactTarget) – 317.275.5034 or mfrazier@ExactTarget.com

Lauren Sanders (Dittoe PR for ExactTarget) – 317.202.2280 X 10 or lauren@dittoepr.com