



Dear GameStop Team,

Responsys is pleased to present our response to the GameStop RFP, at what we feel is a critical juncture for your organization. We've always had tremendous admiration for your company, and have always looked forward to answering the question – "What if they were partnering with Responsys?"

We passionately believe that a partnership with Responsys will enable GameStop to become an even more customer focused marketing organization than you are today. A partnership with Responsys empowers you to leverage a platform that Forrester has ranked #1 for the past six years, equating to more independence and a lower cost program over time. The combination of our world-class services organization and industry-leading platform will yield programs that increase customer engagement and revenue simultaneously and substantially across all key digital channels.

GameStop customers today are even savvier than they were a year ago (especially my teenagers). If you want to build stronger relationships with your customers, it is imperative that you know what they are thinking, how you can support their needs and where they prefer communications across the multiple lifecycles they have with GameStop. Your customers are engaging with your brand via their smart phones, in their email, on the web and in your stores. Moreover, these communications evolve in real-time, across multiple channels, changing instantly in response to customer behavior and intent. The only way to manage these relationships is to leverage a technology solution that allows you to effectively manage digital relationships at scale. We continue to help companies build world-class email programs, but increasingly, our most successful customers have engaged us to provide a solution that takes it a step further and focuses on engaging customers across multiple channels including email, mobile, display and social. We believe this is the future, and we are building our company to continue to lead in this space.

Your selected partner needs to be more than just a technology or simple service provider; they need people who are committed to your success as much as you are, and a staff of experts who understand the challenges of a complex multi-channel retailer such as yourselves. We are very proud of the technology and services organizations that we have built here at Responsys to help ensure our customers' success.

In our RFP response, I think you'll see that we've challenged ourselves, and GameStop to focus on the customer experience. I hope it provides a better understanding of what a partnership with Responsys would mean to GameStop and your customers. I look forward to having the chance to personally be involved in this process.

Best Regards,

A handwritten signature in black ink, appearing to read "Dan Springer". The signature is fluid and cursive, with a large "D" and a stylized "S".

Dan Springer
CEO