



NEWS RELEASE

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ShareASale's President/CEO, Brian Littleton, is Awarded "Affiliate Marketing Legend"

CHICAGO - President and CEO of ShareASale, Brian Littleton, was the proud winner of this year's "Affiliate Marketing Legend" award. Littleton received the award at the 2008 Affiliate Summit in Las Vegas on February 25th. Fellow nominees included Connie Berg, affiliate and founder of FlamingoWorld.com and Haiko de Poel, Jr., founder of the affiliate forum, ABestWeb.com.

The Affiliate Marketing Legend Award originated in 2006, when Wayne Porter was first honored with it. The award recognizes individuals in affiliate marketing who have distinguished themselves as leaders and innovators within the industry. Wayne Porter was renowned for this, with his extensive work done in Affiliate marketing dating back to the late 1990's.

Littleton has worked hard to get his company where it is today. He is a pioneer in taking a stance against AdWare and continues the nurturing of his client relationships (by making himself highly accessible and receptive to their needs.) "Brian has been a true inspiration throughout my career. He's continually put business ethics ahead of profit, has taken courageous stands in an industry that is continually challenged by fraud, and is not afraid of change," said ShareASale's Director of Client Services, Carolyn Tang.

ShareASale credits the success of the company to the partners, both affiliates and merchants alike, who put their trust in the ShareASale network. "It is an honor to receive this award, and as the affiliate marketing industry continues to grow, I look forward to many more years of being inspired by those I work with," said Littleton.

About ShareASale, Inc.

Chicago-based ShareASale is a provider of e-commerce tracking and affiliate management solutions for small- to mid-sized businesses. By facilitating relationships between affiliate marketers and merchants, ShareASale helps its clients tap into new sources of revenue. With over 2,000 merchants and thousands of affiliates, ShareASale is committed to driving all-around profitability based on fair, honest and proactive practices.

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