



NEWS RELEASE

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ShareASale Hosts Annual Think Tank

CHICAGO, October 21, 2008/PRNewswire-ShareASale's annual Think Tank event was held at the luxurious Grand Del Mar Resort in San Diego. The beautiful scenery was the perfect complement to the great networking and educational opportunities that took place during the weekend event for merchants, affiliates, and agencies that are part of the ShareASale network.

Attendees arrived Friday evening and were welcomed with a cocktail and dinner reception allowing everyone to meet in an informal setting. During the Saturday morning session, merchants sat down with hand-picked affiliates for one-on-one discussions, giving merchants a valuable opportunity to have their affiliate programs evaluated by experienced affiliates. In the afternoon, lively roundtable discussions provided attendees with a chance to examine current industry issues and topics.

Brent Elias from CSN Stores described it as "...a thrill meeting our peers in a Think Tank environment. There are so many idea's bounced off of one another. It is really exciting to be a part of such an innovative event in our industry."

The last day started with an elaborate breakfast, followed by the always popular "Things We Need to Fix" session in which attendees provide Brian Littleton, CEO and President of ShareASale, with feedback on the Think Tank event itself along with constructive criticism on the ShareASale interface. This session is a favorite among attendees because they get a chance to make requests and provide valuable feedback on improving the ShareASale system.

"ShareASale Think Tank 2008 was a big win for us," said Adam Schwartz from CouponSurfer.com, Inc. "Unlike other industry shows, Think Tank provided the opportunity to freely interact with the movers and shakers in Performance Marketing. We left the show with a big list of new ideas and partnerships."

About ShareASale, Inc.

Chicago-based ShareASale is a provider of e-commerce tracking and affiliate management solutions for retailers. By facilitating relationships between affiliate marketers and the over 2,500 merchants, ShareASale helps its clients tap into new sources of revenue. Since 2001, ShareASale has been committed to driving all-around profitability based on fair, honest and proactive practices. ShareASale's efforts have been rewarded with multiple industry awards including "Best Affiliate Network" in 2006 and 2007 from industry forum ABestWeb, the "Fair Practice Award" from AffiliateFairPlay.com, and the "Affiliate Marketing Advocate" Pinnacle Award from industry conference Affiliate Summit.