



NEWS RELEASE

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ShareASale Launches Video Application

CHICAGO, September 8, 2008 /PRNewswire/-- Everyday millions of internet users around the world share videos with one another. Whether it's a popular video spoof, sports highlight, news clip or a baby's first birthday, one thing is for sure- online video content is catching on across the web. ShareASale.com, a leading e-commerce relationship builder, is prepared to ride this new media wave with the arrival of enhanced video content for merchants and affiliates. The new video feature, Make-A-Video, allows a merchant's product demonstration and marketing message to jump to life on affiliate sites. Merchants may further enhance their videos with 'cue points', enabling the custom video player to display targeted messages, images, and direct links at specified times during playback. Viewers are encouraged to spread the word virally with easily accessible embedded links on popular social media sites and through email. The merchant is in control with an easy-to-use interface, enabling them to convert video content, add a logo watermark, add or change cue points, and preview the final product before releasing it to affiliates. Affiliates are able to browse and preview available videos and easily embed them into their site.

Affiliates can also create and generate their own video creatives. A video can be linked to an assortment of products from various merchants with the use of cue points, allowing affiliates to promote one or several merchants and products with one video.

"The new Make-A-Video product furthers our offerings and is in line with our current goal to provide the best tools to our merchants and affiliates," said Brian Littleton, President and CEO of ShareASale. "We want them to focus on what they do best and not have to worry about the technical details of putting together a trackable video creative. Once a video is shot, it takes no more than five to ten minutes to create a fully-featured video creative that can be used immediately."

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.