



NEWS RELEASE

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Keen Launches New Affiliate Marketing Program

CHICAGO, March 5, 2009/PRNewswire/--Whether you're climbing 29,000 feet up Mount Everest or dropping the kids off at soccer practice, Keen Footwear is designed to support your active lifestyle. Originally developed based on the idea that a sandal could also protect the toes, Keen has been met with great enthusiasm since 2003. The founders Martin Keen and Rory Fuerst started the company with the Newport sandal and now offer a variety of shoes, socks, and bags for all age groups. Now, six years after launch Keen is tackling another niche industry, this time in the online marketing world, by opening a new affiliate marketing program on the ShareASale Affiliate Network.

Based in Portland, Oregon, Keen not only focuses on making great products but also remaining environmentally conscience. To this end, Keen has created programs such as HybridCare and HybridLife through which they partner with other organizations who share a similar vision; to give back to the community and help make the world a better place.

In explaining the HybridLife concept, Angel Djambazov, Keen's Affiliate Manager and two-time Affiliate Summit Pinnacle Award Winner says: "Keen's core customer wears Keen Footwear because they are made to easily interact with a variety of environments. Building on this idea the Keen's core customer tends to interact with their community often through recreation, business, and community improvement projects."

Keen's affiliate program offers a competitive 15% commission and a 90 day tracking gap. For additional information on how to join Keen's affiliate program on ShareASale, please visit <http://www.shareasale.com>.

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.