



**NEWS RELEASE**

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## **LaPrimaShops.com Joins the ShareASale Affiliate Marketing Network**

CHICAGO, June 9, 2009/PRNewswire/-- LaPrima Shops, an online retailer specializing in quality bakeware, cookware, tableware, coffee and more, has chosen to launch their affiliate program on the ShareASale network, a recognized leader in affiliate marketing.

“We were looking for a network that had a solid reputation and reasonable plan for revenue sharing and growth,” said Joe Cimino, LaPrima Shops Affiliate Manager. “ShareASale offered this and a whole lot more; we believe they represent the best value in the marketplace for an affordable turnkey affiliate solution with a solid network of affiliates and tools. “

LaPrima Shops offers a very competitive affiliate program with a 10% commission and 90 day tracking gap. “Our goal is to extend our reach beyond traditional Organic and PPC advertising,” said Cimino. “The diversity of ShareASale’s affiliate network gives us the opportunity to touch all regions of the web, from coupon sites to specialized blogs. In addition to providing a complete range of continually updated promotional material, we intend to focus on building relationships with our affiliates that will enhance their success in promoting our products, resulting in more profits for all.”

For more information about LaPrima Shops and the ShareASale network please visit <http://www.shareasale.com>.

### About LaPrima Shops

LaPrimaShops.com was established in 2003. Their products and brands have been selected for their quality and style. They maintain their own warehouse and fulfillment center with live up-to-the-minute inventory updates on the website. LaPrima Shops aspires to seek out products and offer them to consumers at a great price through the convenience of online shopping. They strive to make a consumer’s online shopping experience as enjoyable, safe and educational as possible.

### 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 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.