



NEWS RELEASE

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ShareASale Exhibits for the First Time at the 2009 Internet Retailer Conference and Exhibition

CHICAGO, July 8, 2009/PRNewswire/-- ShareASale.com exhibited for the first time at the Internet Retailer Conference and Exhibition, held June 15th-18th, in Boston. The conference hosted 179 expert speakers, 350 exhibiting vendors, and over 2,000 e-retailing companies.

One of the goals for ShareASale was to meet retailers that they don't get a chance to meet at other industry conferences. "The majority of the conferences we attend are specific to the affiliate marketing industry or to online marketing," said David Zelken, Sales Director at ShareASale. "I was very interested in getting more of an outsider's perspective from retailers on affiliate marketing and how it fits in with their businesses. Internet Retailer definitely provided that and much more."

ShareASale also wanted to spread the word on performance marketing and the fact that it's a great solution for retailers looking for a low-risk marketing channel in these challenging economic times. "Our conversations with people at the show were proof that we accomplished this goal as well," said Zelken. "Many of the attendees we spoke with mentioned they were exploring affiliate marketing for the first time because their shrinking marketing budgets essentially ruled out higher-risk marketing channels such as Search Engine Optimization and Pay Per Click."

The show was a great success for all involved and Boston provided the perfect setting for all of the off-hour activities and social events. There's no doubt this was just the first of many Internet Retailer conferences ShareASale will be attending down the road. For additional information 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.