



NEWS RELEASE

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ShareASale Announces Best Cyber Monday Ever

CHICAGO, January 11, 2010/PRNewswire/-- Overall gross sales for both Black Friday and Cyber Monday in 2009 were up almost 100% compared to year prior for the ShareASale affiliate network, which comprises almost 3,000 different retailers across all consumer sectors.

Affiliate participation on both of these significant online shopping days was up 35% this year, which shows that a lot of the growth was from existing affiliates in the network as well. The ShareASale Deals Database also saw an increase of nearly 50% in usage for Black Friday and Cyber Monday. And following a trend over the last several holiday seasons, while Cyber Monday was a great kickoff to the holiday shopping season, the three subsequent "regular" Mondays in December saw large spikes in overall sales volume as well.

"It's clear from this data that our merchants and affiliates are putting in the time and preparation to capitalize on these frenzied shopping days," said Brian Littleton, founder and CEO of ShareASale. "We're very pleased to reveal to our partners that all of their hard work paid off in a big way this year."

ShareASale looks forward to enjoying continued mutual success throughout 2010 with our extensive network of merchants and affiliates.

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.