



NEWS RELEASE

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ShareASale Launches New Private Social Network Platform

CHICAGO, February 11, 2010/PRNewswire/--ShareASale proudly unveiled a new private social network platform entitled Affiliate Aquarium at the Affiliate Summit West conference in Las Vegas. The Affiliate Aquarium allows ShareASale affiliates and merchants to openly interact with one another via friendships, groups, blogs, and other common social networking tools.

The Affiliate Aquarium was developed in order to facilitate personal connections within the network, resulting in stronger relationships in an industry that is extremely dependent upon building lasting partnerships between merchants and affiliates. As always, ShareASale is committed to protecting their affiliates' identities, so this new social network addition allows for affiliate opt-in participation.

The Affiliate Aquarium provides merchants and affiliates with many added benefits through the private social network's various search functions. For example, merchants can now search for and identify affiliates based on product categories in which they promote, while affiliates can share experiences and discover common interests with merchants and fellow affiliates. The Affiliate Aquarium enables each group to find what they're looking for within the network.

"Our goal is to create a more open communication platform from which merchants and affiliates can freely interact, within a private and comfortable setting. While there will be ShareASale employees in the Aquarium, the majority of those posting and interacting will be merchants and affiliates on the ShareASale Network," according to Brian Littleton, founder and CEO of ShareASale.

On February 18th at 2pm CST, ShareASale will host an initial training and walk through of the Affiliate Aquarium. If you're interested in signing up, 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.