



# SHAREASALE NEWS RELEASE

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## ShareASale Releases Ambassador Portal

CHICAGO, June 15, 2010/PRNewswire/-- Social media is continuing to grow with more and more companies leveraging it every day. One of the many benefits of social media is the feedback that comes out of the conversation regarding a company or specific product. In order to facilitate that aspect of social media for prospective clients, ShareASale recently released the Ambassador Portal. Visitors to the portal can view real-time information about how ShareASale is being discussed on the various social media platforms. Fans of ShareASale can also direct a potential affiliate or merchant customer to informational items, such as the ShareASale Media Kit, Welcome Kit, and other sales literature.

“We have loyal clients who want to help spread the word about what we do and how we differentiate ourselves in the industry,” said Brian Littleton, CEO of ShareASale. “At this past year’s Think Tank it was suggested that we find a way to allow our current customers to help us accomplish this goal, hence the Ambassador Portal was born.”

The portal provides dynamic web-driven content including live feeds for blog posts and twitter updates, along with Flickr pictures and YouTube clips relevant to ShareASale - all shown in real-time on the site. “If there is a customer interested in seeing what the ShareASale experience is like, this will give them a good idea,” Littleton said. “Whether good or bad, these daily mentions gathered in one central location can give outsiders a perspective on the company that they won’t find anywhere else.”

To learn more about 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 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.