



**NEWS RELEASE**

15 W. HUBBARD SUITE 200

CHICAGO, IL 60654

PHONE 312.321.0487

FAX 312.321.0488

## **ShareASale Platinum Sponsor of Affiliate Summit East 2010**

Chicago, July 8, 2010 – ShareASale.com, Inc. is pleased to announce Platinum Sponsorship of Affiliate Summit, a performance marketing industry conference taking place in New York this August. The event is expected to attract over 4,000 attendees, spanning all aspects of the industry from e-tailers to affiliates.

“We are happy to support an event that promotes both education and communication in the affiliate industry,” said Brian Littleton, CEO of ShareASale.com. “As affiliate marketing continues to grow and evolve, it is important for all of us to stay abreast of new technologies. Affiliate Summit is a great place to do that.”

Just in the past year, ShareASale.com affiliates have extended their advertising reach to channels as diverse as the social media arena and the mobile market. This is indicative of a shift in the marketplace, one that Mr. Littleton looks forward to seeing.

“Affiliate marketing started out as text links and banner ads. It’s grown since then. There’s more emphasis on adding value online. Affiliates are identifying and marketing to specific consumer needs,” explained Mr. Littleton.

For additional information on ShareASale, please visit: <http://ambassador.shareasale.com>. To learn more about Affiliate Summit, please visit: <http://www.affiliatesummit.com>.

About ShareASale.com, Inc.

Chicago-based ShareASale is a provider of e-commerce tracking and performance 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.