

## affilinet announces new publisher services director

*Gary Bicker appointed to exploit new and untapped opportunities in the market*

**London, 28 May 2010** - affilinet, Sedo Holding's specialist affiliate marketing company, today announces that it is appointing Gary Bicker as its new publisher services director. Bicker will play an instrumental role in driving the growth of affilinet's publisher portfolio, while maintaining existing affiliate relationships. The role will support affilinet's ambitious growth targets and help to maintain its position at the forefront of the affiliate marketing industry.

Bicker will focus his attention on broadening the affiliates available to affilinet's client base, driving value and sales from the email channel, financial services publishers and quality content sites. He will also be involved in the development of new technologies and supporting affilinet's consultative approach.

The appointment will look to extend affilinet's recent success in the industry, having won Best Use of Affiliate Marketing at this year's Revolution Awards for its work with Harveys The Furniture Store.

Bicker joins the affilinet team following four years at Online Media Group. In this role, he was responsible for growing accounts including Eurostar, Ernest Jones and WH Smith. Prior to this, Bicker worked in the promotional marketing industry. He also has experience in digital campaign management, project build and website design.

Gary will be reporting to Peter Rowe, managing director of affilinet UK.

Peter Rowe, managing director, affilinet UK comments "Gary brings to affilinet a wealth of experience from across the marketing industry and we are delighted to welcome him to the team. His industry knowledge and familiarity with numerous vertical markets will be invaluable in forging new relationships with a diverse range of publishers. This will support our drive to offer our clients innovative campaigns with the best return on investment possible from their affiliate marketing spend."

**-ENDS-**

**For more information, please contact:**

**Giles Barron**

[giles.barron@hotwirepr.com](mailto:giles.barron@hotwirepr.com)

0207 608 8355

**Annie Woodhead**

[annie.woodhead@hotwirepr.com](mailto:annie.woodhead@hotwirepr.com)

0207 608 4664

About affilinet:

Founded in 1997, affilinet is one of the most established affiliate networks in Europe, offering unrivalled experience, knowledge and heritage in the marketplace. With presence in 7 countries across Europe, affilinet have over 1,600 affiliate programs on the network.

affilinet focuses on generating ROI for its clients utilising the affiliate channel to drive sales and leads for brands from a broad range of industries including travel, retail, finance, telecommunications, not-for-profit, FMCG and automotive. Its clients include Debenhams, Fly Thomas Cook, Harveys The Furniture Store, Interflora, Lancôme, Matalan, Next, Smirnoff and Virgin Holidays.

Affilinet and sister company Sedo are owned by Sedo Holding, formerly known as AdLINK Group.