

## PRESS RELEASE

### eConversions Head of Client Services moves over to affilinet

**London, 27 April 2009** – Joshua James, former Head of Client Services at super affiliate eConversions, has moved over to affilinet to head up the network's publisher team.

Josh, who joined the eConversions team as one of their first members of staff three years ago, has become affilinet's Director of Publisher Services and will now be responsible for maximising relationships with the network's key affiliates as well as introducing new partners. He will also ensure affiliates' own innovative technology is incorporated in the affilinet portal as part of the network's ongoing aim to promote innovation, recently highlighted in its International Developer Contest.

Peter Rowe, Head of affilinet UK, says: "Josh has extensive experience in both the affiliate and search sectors from his time with one of the UK's leading affiliate businesses."

"He brings an in-depth knowledge of what affiliates need and expect from clients, which will enable us to achieve an even better publisher focus as well as ultimately enhance our existing strategic service approach."

Josh, who joined the progressive network this week, adds: "affilinet achieves significant client delivery because of its close relationships with its affiliate partners. This is important in the current climate and I'm delighted to be joining the affilinet team to ensure it continues to provide a significant alternative in the market."

Affiliates who are interested in discussing their business needs or their involvement with affilinet can email Josh on [jjames@affili.net](mailto:jjames@affili.net).

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#### About affilinet

affilinet is AdLINK Group's affiliate marketing specialist. With offerings in 7 European countries affilinet is one of Europe's leading affiliate networks and No.1 in the German-speaking countries. The network offers online advertisers an effective digital distribution channel, and its registered publishers attractive opportunities for earning money. Approximately 1,500 affiliate-programmes and more than 450,000 websites throughout Europe are registered with affilinet. In addition to traditional affiliate network management, affilinet offers an extensive range of services, flexible product solutions and performancebased billing. For the past 10 years, affilinet has been at the forefront of Affiliate Network technology in Europe and works with brands such as 1&1, eBay, Next, Mazda, Interflora and Debenhams.

For more information, please visit [www.affili.net](http://www.affili.net) and [www.adlinkgroup.net](http://www.adlinkgroup.net)