

PRESS RELEASE

affilinet wins the European Affiliate NetworkxX Awards for the second year running and receives all 3 Network awards.

affilinet picked as the "Most Innovative Affiliate Network" and also received the awards for „Best Affiliate Support“ and „Best Merchant Support“.

London, 27. March 2009 – Awarded with all three network prizes affilinet, one of Europe's leading affiliate networks with over 1.500 programs, is the proud winner of this year's Affiliate NetworkxX Awards. For the second year in a row affilinet picked up the awards in the categories „Most Innovative Affiliate Network“ as well as „Best Support Affiliates“ and received the award „Best Support Merchants“ for the first time. By winning these awards the jury as well as 2000 voters acknowledge affilinet's continuous technical innovation as well as it's outstanding client support for both publishers and advertisers.

„We are very proud to be the winners of all three categories this year“, says Marc Stilke, Managing Director of affilinet Europe. „This huge success proves to us that our focus on innovation, quality and service is the right one. We are continuously striving to maximise our client relations, our professional consultancy services as well as our focus on quality, transparency and security, and this is reflected in the award results.“

A jury of 13 online marketing professionals chose the nominees and the winners of the Affiliate NetworkxX were elected by 2000 participants in the official vote. They rewarded affilinet for the high quality service their expert team provided as well as for affilinet's continuous innovation. The leading network launched its new developer portal in 2008 together with a developer contest to support the development of innovative applications within the network. New web services, the compilation of 21 million product data for publishers and the introduction of revenue enhancing measures, such as the top publishers indication and tools like Search Manager, also emphasise affilinet's dedication to innovation. Furthermore affilinet continue to work on new ad formats, recently introduced a new voucher tool and relaunched the website with a new modern design. As one of Europe's leading affiliate networks, affilinet will continue to optimize and extend its platform with quality functions and features helping to increase the efficiency of affiliate marketing.

Note: Images available on request.

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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 and www.adlinkgroup.net

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