

PRESS RELEASE

Platinum Sponsor affilinet presents the „affilinet Search Manager“ at a4uexpo Europe

Search Engine Marketing of the third generation enables publishers to increase efficiency by up to 30%.

London, 23 April 2009 – affilinet, one of Europe's leading affiliate networks with more than 1,500 programs, presents its newest innovation exclusively at a4uexpo Europe on 28th and 29th April in Amsterdam. The affilinet Search Manager enables publishers to quickly and effectively optimize their SEM-campaigns and helps to significantly increase the efficiency and the ROI of search marketing activities. Again affilinet, Platinum Sponsor of the first central pan European industry event for Affiliate Marketing, proves its innovative power. Just a few weeks ago affilinet was not only awarded the Affiliate NetworkxX Awards 2009 for the best support but also for the second time the most innovative affiliate network.

affilinet are the main sponsor of a4uexpo Europe in Amsterdam, which takes place for the first time this year. Marc Stilke, Managing Director affilinet Europe, comments on the event's target to establish a central event for the affiliate marketing industry across Europe, „Innovations in affiliate marketing are coming less and less from the USA, but increasingly so from Europe. As a strong partner of the a4uexpo Europe we aim to contribute to strengthen the European affiliate marketing industry further and create a platform for these innovations. This event is the ideal meeting point for participants in the market wanting to demonstrate their European presence, to get informed on new trends and to strengthen international contacts. That's also why we have chosen the a4uexpo Europe as the platform to introduce our new product, the affilinet Search Manager, to an international audience of industry experts.“

As the efficiency of marketing activities becomes increasingly important, the affilinet Search Manager is the ideal tool for publishers to increase the success of their Search Engine Marketing as it optimises costs and revenues of their SEM-campaigns on-the-fly. The automated matching of keyword performance, ad text and costs allows even complex multinational campaigns with thousands of keywords in different languages to be easily be managed. A unique depth of analysis combined with the inclusion of client specific indicators such as product availability or product margins make this new tool outstanding.“

The a4uexpo Europe opens for the first time on 28th und 29th April 2009 in RAI Congress Center in Amsterdam. Alongside the exhibition, the event also offers a variety of workshops, speeches and networking parties. The affilinet Europe team look forward to interesting discussions on Stand 3.

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