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Innovative Affiliate Marketing applications scoop €25,000 in International affilinet Developer Contest

International jury of experts select winners from mass of entries in first-ever pan-European developer contest

London, February 18, 2009 – affilinet, one of the leading European Affiliate networks working with more than 1,500 programs and 450,000 websites, is focused on leveraging technology from publishers across Europe and has announced the winners of its first International affilinet Developer Contest.

To coincide with the launch of affilinet's new Developer Portal, all European affilinet and non-affilinet publishers were invited to submit innovative applications on the basis of the new affilinet API. All applications were to be targeted to generate higher efficiency and stronger revenues in Affiliate Marketing.

"It was not easy to select the best applications out of so many really innovative and high-quality tools. All applications have the potential to significantly increase publisher revenues and thus the success of affilinet's affiliate programs" says Marc Stilke, Managing Director affilinet Europe and founder of the contest. "With top quality service offers such as the Developer Portal, affilinet supports the innovative power of the European Affiliate industry and strengthens its leadership in innovation and quality. The success of this international contest proves to us that we are on the right track and are making optimum use of the creative and interactive potential of the web."

Applications from all over Europe were received with the webservice tool Affinator scooping the top prize, followed closely by OptiClick, Nexexecutive, c4a Product Search Creative with Silverlight and LocalBanner.

- Affinator enables publishers to easily create their own webshop on the basis of affilinet product data with room for individual design and a huge selection of features.

Peter Rowe, Head of affilinet UK, says: "This contest is all about showcasing the innovation currently available in the affiliate space and through affilinet's coverage across Europe we are able to highlight and push this innovation across the entire European affiliate marketing sector for the first time."

- OptiClick is a technical solution based on affilinet's API which analyses targeting and click information and uses them for the ad display.
- The Content Management System Nexexecutive helps publishers to quickly extend their websites with product information from the affilinet network. The display of products follows after entering keyword, number, price range, classification, image format and details.

The contest's international jury of experts were impressed with all of the entries. Matthew Wood, Founder of a4uexpo, the UK's biggest Affiliate Marketing conference event, praised the innovative power of the publishers. He says: "There were very good entries which I feel could help affiliates earn more from affiliate marketing and from affilinet, and I thought this was a great competition. My results were very close."

All applications can be found on the affilinet Developer Portal at <http://developer.affili.net>.

About affilinet

affilinet is AdLINK Group's affiliate marketing specialist. Operating in seven European countries, affilinet is one of Europe's leading affiliate networks and No.1 in 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-programs and more than 450,000 websites throughout Europe are registered with affilinet. In addition to traditional affiliate network

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management, affilinet also offers an extensive range of services, flexible product solutions and performance-based billing.

About the AdLINK Group

AdLINK Group is the leading independent marketer network for digital marketing solutions in Europe. With AdLINK Media, affilinet, net:dialogs, Sedo and the brand composite in its portfolio, AdLINK Group has specialists in display, affiliate and direct marketing, as well as in domain and permission marketing. With about 500 employees and several offices in 13 European countries and the U.S., as well as cooperation partners in Latin America and Asia, AdLINK Group offers its clients a global network for online marketing.

For more information, please visit www.affili.net and www.adlinkgroup.net.

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