

## PRESS RELEASE

### **cmypitch.com teams with affilinet to raise awareness of small business support service**

**London, February 19, 2009:** cmypitch.com has turned to affilinet UK to assist in the co-ordination of a B2B affiliate marketing campaign to help position it as the destination site for small business owners looking for services and networking opportunities.

The site, which launched in June 2008, connects entrepreneurs with each other, investors and service providers and responds directly to a Government commitment to provide a national web-based support service that would increase small business access to finance, mentoring and advice.

Emmett Kilduff from cmypitch.com says: "affilinet provides a strategic affiliate service which fits perfectly with our own approach. By utilising its innovative technological know-how we will be able to target B2B businesses which could significantly gain from becoming part of the cmypitch community, especially in the current climate."

The program, which went live this month, will drive awareness across key B2B publisher sites to increase traffic to cmypitch.com and in particular it's new "Quick Quotes" service, which enables a small business to seek quotes from multiple business suppliers via a simple online form.

Peter Rowe, Head of affilinet UK, says: "True B2B affiliate campaigns are still few & far between but with the recession leading to a growing need for business advice, guidance & support, cmypitch.com is a useful tool for any level of entrepreneur building a business.

"Through careful publisher selection, its affiliate program should aid its growth significantly and our innovative technical & tracking abilities will ensure the client can effectively monitor its ROI in this area."

**-ENDS-**

#### **About cmypitch.com**

cmypitch.com is a social network for small business, connecting entrepreneurs with investors and service providers. The video-based website has five distinct business communities for anyone starting, running, growing or selling a business. With a directory of 70,000 service providers to small and growing businesses, as well as a dedicated "Entrepreneur TV" channel featuring exclusive interviews with hugely successful business leaders, cmypitch.com provides a platform to help entrepreneurs succeed.

#### **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 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](http://www.affili.net) and [www.adlinkgroup.net](http://www.adlinkgroup.net).

## PRESS RELEASE

**Julie York**  
affilinet UK Ltd  
Tel: +44 (0)1208 851982  
[jjork@affili.net](mailto:jjork@affili.net)

**Will Miller**  
[cmypitch.com](http://cmypitch.com)  
Tel: +44 (0)207 386 1674  
[will.miller@cmypitch.com](mailto:will.miller@cmypitch.com)