



Hillarys appoints affilinet as affiliate marketing partner affilinet selected for exclusive two year campaign

London, 21 October 2009 - affilinet, Adlink Group's specialist affiliate marketing company, today announces its appointment by made to measure blind company, Hillarys. The exclusive two year deal will see affilinet work with Hillarys to diversify the way the company generates leads and sales from affiliate marketing by implementing different publisher models, including email and content. Hillarys selected affilinet as a result of the flexible strategy offered and the dedicated time and expertise provided by key account managers and the team.

The move will also allow Hillarys to expand its existing affiliate presence to capture customers throughout the purchasing lifecycle, targeting consumers visiting content sites at the beginning of the purchase process as well as those looking on reward sites for the best deals from their favourite brands. As part of the agreement, affilinet will work with Hillarys' media agency, MediaCom, to help meet the company's media strategy.

Susan White, Online Manager at Hillarys, comments, "We wanted to appoint a team that presented refreshing ways for us to monetise the affiliate marketing space. Working with affilinet will allow us to broaden our strategy into other affiliate channels and increase our visibility in these areas. We were particularly impressed by affilinet's flexible approach and the consultative expertise offered by the whole team. We are confident that affilinet's proposed strategy will help us achieve our goals and that its outstanding client services division will deliver a successful affiliate marketing programme."

Peter Rowe, Managing Director of affilinet UK continues, "The deal with Hillarys is a good example of how our team is prepared to adapt our service and technology to create bespoke solutions that meet the needs of the customer. It's an exciting time to be working with Hillarys and we look forward to helping the team expand where its sales come from. Content and email are proving very successful with our other retail clients and our diverse offering has resulted in us having a strong pipeline of customer wins. Our broad network will allow us to complement Hillarys' media strategy and drive as many quality leads to its site as possible."

Owain Wilson, Head of Affiliates / Search Group Head, MediaCom adds, "We have built a strong relationship with affilinet over time, so the company understands how they best assist us meet the client's objectives. The company's versatile approach will allow us to fulfil the strategy we have designed for Hillarys, helping us to achieve a better return on their marketing investment."

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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. The network offers online advertisers an effective, performance-based 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 performance based billing. For the past 12 years, affilinet has been at the forefront of affiliate network technology in Europe and works with brands such as Debenhams, Fly Thomas Cook, Harveys Furniture, Interflora, Next, Red Letter Days and Virgin Atlantic.

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