



Jan. 28 - Feb. 1: First Annual Super-Affiliate Auction for Charity Announced by Affiliate Summit

Media Advisory

LONGWOOD, Fla./EWORLDWIRE/Jan. 23, 2008 --- Eight of Affiliate Marketing's most eligible super-affiliates will be up for grabs during Affiliate Summit's First Annual Super-Affiliate Auction to benefit the Starlight Starbright Children's Foundation.

Along with various sponsorships and activities to generate donations from the affiliate marketing community, Affiliate Summit will be hosting a Super Affiliate Auction. Merchants, affiliate networks, CPA networks, technology providers and more will bid for the extraordinary opportunity to meet and dine with one or more elite, hand-picked super-affiliates to discuss affiliate marketing, during Affiliate Summit 2008 West (Las Vegas, Feb. 24-26, 2008 - '<http://www.affiliatesummit.com>').

The following super-affiliates are scheduled to participate in this exciting event:

- . Mike Allen, President and Chief Executive Shopper of Shopping-Bargains.com, LLC
- . Michael Coley, Founder of Amazing-Bargains.com
- . Patrick Grady, Chief Revenue Engineer of RhinoFish Media
- . Scott Jangro, President of MechMedia, Inc.
- . Billy Kay Knoblach, President of The Mail Order Shoppe
- . David Lewis, CEO & Founder of 77Blue (Cashbaq)
- . Tim Storm, Founder and CEO of FatWallet.com
- . Adam Viener, Chairman and Founder of Imwave, Inc.

Bidding will take place from January 28 through February 1, 2008, on eBay. Auction winners and the affiliates will pre-arrange a convenient time for their lunch or dinner during the Conference, to be selected and paid for by the auction winners.

One-hundred percent of the funds received during this auction will go directly to the Starlight Starbright Children's Foundation, which has dedicated nearly 25 years to helping seriously ill children and their families cope with pain, fear and isolation through entertainment, education and family activities. Starlight Starbright's programs have been proven to distract children from their pain, help them better understand and manage their illnesses, and connect families facing similar challenges, so that no one feels alone. More information about this incredible organization can be found at '<http://www.starlight.org>'.

More information about these super-affiliates and details about the Super Affiliate Auction can be found at '<http://auction.affiliatesummit.com>'.

About Affiliate Summit Inc.

Affiliate Summit Inc. was founded by affiliate marketing industry veterans, Shawn Collins and Missy Ward, and serves the affiliate marketing professional community. The mission of Affiliate Summit is to be the leading global source of learning and networking opportunities surrounding the affiliate marketing industry. For

additional information about the conference, visit '<http://www.AffiliateSummit.com>' or call 866-483-0167.

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