

SaleSpider Announces AdShare Network – Leverages 750,000 Small Businesses to Reach Millions of Consumers

Advertisers Can Reach Consumers Through Small Businesses



TORONTO, Feb 09, 2011 (MARKETWIRE via COMTEX) -- SaleSpider (www.salespider.com), the largest social network geared specifically for small and medium-sized businesses (SMBs), today announced AdShare, a new product that allows advertisers to reach the SMB market with greater scale and efficiency. Leveraging its network of 750,000+ members and their affiliated businesses, SaleSpider's AdShare Network allows advertisers to access ready-to-purchase businesses and consumers.

"Ad networks are commoditized and undifferentiated; however, SaleSpider is different. Because we have a laserlike focus on the SMB, our expansive portfolio of next-generation big businesses consistently turn to us as the go-to expert for everything SMB," said Russell Rothstein, CEO of SaleSpider. "For the first time, with AdShare, advertising agencies and big brands can now leverage a social network's audience -- our members -- and reach their target customers. It's similar to how Google launched its AdSense or Display Network and tripled its reach beyond Text Searches."

SaleSpider.com is the go-to social network for entrepreneurs and SMBs to exchange new income generating leads and ideas that can grow their business and invigorate the economy. The network's membership is highly engaged in business and easily segmented according to active interest, making them an ideally targeted group for major business-to-business and other brand advertisers. Advertisers can now leverage this community for regional and national ad campaigns.

AdShare enables companies to target business-to-business and business-to-consumer by leveraging the SMB as a conduit. Ad campaigns can run across the Web and mobile platforms and it offers CPM, PPC, and CPA solutions. Customized marketing campaigns target down to the specific demographics by location, age, gender and behavior. From sophisticated targeting to real-time performance analysis -- SaleSpider's optimization technologies speed the delivery of your advertising message to those most likely to respond.

About SaleSpider SaleSpider (www.salespider.com/) (www.salespider-adshare.com/) is the leader in small business social media, featuring online tools and marketing solutions for member businesses to connect with an online community, and offering internet advertising solutions for companies to reach small businesses.

SaleSpider's offerings:

- SaleSpider.com – the largest small business social network with over 750,000 businesses and growing by 20,000 per month
- A Social Media Platform enables Third Party Social Networks
- The AdShare Network – an affiliate network of member sites, enabling

businesses to reach millions of Internet users daily

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