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For Immediate Release

NETexponent Expands Partnership with Commission Junction To Offer Enhanced Services to Clients

NEW YORK, June 1, 2005 – **NETexponent**, a leading online performance marketing agency, has expanded its partnership agreement with **Commission Junction**, a top marketing technology solutions provider, to provide advertisers a suite of enhanced services.

Under the agreement, NETexponent clients will have full access to Commission Junction's network of 70,000 publishers, platforms, enhanced support, customized reporting and more. This will enable NETexponent to customize management of client programs, and optimize program performance and ROI.

The two firms have worked together successfully for more than four years on behalf of clients such as *The New York Times*, *The Financial Times*, ULTA.com and others. NETexponent, an early pioneer in the online performance marketing space, works with advertisers to establish, grow, optimize and police their affiliate and media partnership programs. Comprehensive quality assurance services work to protect client brands against affiliate marketing issues such as fraudulent orders, CAN-SPAM violations, inappropriate affiliates and spyware infiltration.

"This agreement marks the evolution of a successful relationship between the two companies," said **Peter Figueredo**, CEO of NETexponent, New York. "It is structured entirely to benefit our clients by providing the services and tools needed to enhance performance and ROI of their affiliate and partnership programs."

"Our technology platform and network have proven to be a valuable revenue channel for NETexponent clients," said **Jeff Pullen**, executive vice president of operation, Commission Junction, Santa Barbara, Calif. "This expanded relationship demonstrates our commitment to the ongoing success of their performance marketing programs."

NETexponent works with a number of technology providers, selecting the appropriate platform based upon specific client needs. The agency is currently seeking similar agreements from its other tech partners.

NETexponent (www.NETexponent.com) is an online performance based direct marketing agency based in New York that builds custom partnership networks for efficiency driven advertisers. Founded in 2001, the metric-driven firm leverages nearly a decade of management experience in structuring win-win, performance-based deals with online publishers ranging from automated affiliate networks to integrated media partnerships, and focuses on efficiently acquiring the most valuable customers for clients. NETexponent is committed to being the industry's most efficient and ethical performance marketing agency, continually evolving to address changing market conditions and client needs.

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