



Onlineshoes.com Goes Toe-to-Toe Against E-Commerce Icons at Upcoming Affiliate Summit Awards Show

Online Shoe Retailer's Exemplary Affiliate Marketing Program Earns Finalist Nominations for Exceptional Merchant and Manager of the Year

SEATTLE – December 19, 2006 – Members of the e-commerce industry are discovering something Onlineshoes.com customers have known for a decade: The company truly does things right.

Onlineshoes.com has just been named a finalist in the Exceptional Merchant and Manager of the Year categories for the Affiliate Summit Pinnacle Awards Show. The January 22 event will be held in conjunction with the Affiliate Summit 2007 West conference, based this year in Las Vegas. As the only industry conference not aligned with a specific affiliate network, the Affiliate Summit is attended by thousands of e-commerce professionals worldwide, offering extensive learning and networking opportunities.

Onlineshoes.com is up against e-commerce icons Amazon and eBay for the Exceptional Merchant title. The company's affiliate marketing specialist, Angel Djambazov, is nominated alongside executives from digital communications agency Converseon and visual search engine Riya.com for the Manager of the Year distinction. Onlineshoes.com is the only merchant named as a finalist in more than one award category.

"It's an honor to be nominated with such an elite group of innovators," said Djambazov. "We owe a great deal of credit to our affiliates, whose input helped us reinvent the program this year. We placed a renewed focus on what was important to the program's longevity: a steadfast commitment to fair practices along with a higher level of support in terms of accessibility, tools and incentives."

Affiliate Summit award nominations were solicited from the general public during October 2006, and finalists were selected by members of the Affiliate Summit Advisory Board. Winners will be chosen based on performance criteria outlined by the board.

Factors contributing to Onlineshoes.com's 110 percent year-over-year affiliate program growth include a high rate of conversion from links to sales and a low rate of commission reversals, which collectively offer affiliates an increased, more stable revenue flow. The program's growth has accelerated through efficiencies gained by a partnership with LinkShare, a leading provider of third party transaction tracking software, relationship tools and support personnel.

Onlineshoes.com's affiliate program is open to websites based in the United States that meet the company's stringent ethical and stylistic guidelines. Affiliates earn a 10 percent commission from each sale generated, and are additionally incentivized by tiered commission bonuses. They are also entitled to custom website content that enhances visitor appeal and ultimately leads to better conversion results.

"Our affiliate relationships are critical to our competitive positioning in an ever-changing online environment," said Dan Gerler, founder and CEO of Onlineshoes.com. "We're committed to continually expanding the program and building mutually beneficial, long-term connections."

Onlineshoes.com offers footwear for men, women and kids in more than 24,000 styles and over 150 premium brands, as well as bags, packs, athletic apparel and accessories. An annual count of more than 18 million shoppers is expected to visit www.onlineshoes.com by year's end.

To learn more about Onlineshoes.com's affiliate program, visit www.onlineshoes.com.

About Onlineshoes.com

Established in 1996, Onlineshoes.com is the nation's first online shoe retailer. With a history that began decades ago in a family-owned corner shoe store, the company is committed to delivering exceptional value and service. Onlineshoes.com offers fashionable, high quality dress, casual and athletic footwear for men, women and kids in more than 24,000 styles and over 150 premium brands, as well as bags, packs, athletic apparel and accessories. In addition to price and satisfaction guarantees, customers enjoy free shipping and exchanges every day of the year. For more information, visit www.onlineshoes.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 AffiliateSummit.com or call 866-483-0167.

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