

# INTERNET SOFTWARE DEVELOPER IPSWITCH, INC. LAUNCHES AFFILIATE MARKETING PROGRAM WITH COMMISSION JUNCTION

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Offers Creative, Lucrative Online Advertising Opportunities To E-Commerce Sites In Effort To Expand Foreign Language Offerings Of WS\_FTP Pro

June 18, 2002 - Ipswitch, Inc., the maker of the leading Internet file transfer client WS\_FTP Pro, today announced it is working with advertising networker Commission Junction in offering a pay-for-performance program to European e-commerce Web sites. The Ipswitch European Affiliate Marketing Program pays marketers for results rather than paying to reach a particular audience and could potentially generate significant revenue streams for participating resellers.

Through the program, Commission Junction provides resellers the opportunity to gain marketing exposure and also earn more revenue from their audience on a pay-for-performance basis rather than a fixed fee for bannering. Ipswitch is thus able to partner with thousands of advertisers online through Commission Junction's network. These advertisers download and place Ipswitch banner ads and links on their Web sites and earn commissions for purchases made.

"We're very excited to be working with Commission Junction in offering this program," said Paul White, managing director of Ipswitch's office in Amsterdam. "This is an outstanding opportunity for us to make the French, German and Spanish versions of WS\_FTP Pro available to the European business and home user communities. At the same time, those people who join the program and market WS\_FTP Pro through their Web sites can potentially earn considerable money."

Ipswitch's WS\_FTP Pro provides millions of users worldwide the most professional and secure way to transfer files over the Internet. WS\_FTP Pro sells for an online retail price of .95 (€43) excluding sales tax.

Through the Ipswitch European Affiliate Marketing Program, Web site publishers will receive all the tools needed to quickly and easily begin making more money from their Web sites whether they are ISPs, Webmasters for e-commerce sites or consultants. It is simple to set up and an effective way to turn Web sites into profitable revenue generators. Once entered into the program, individuals then select banner and text links created by Ipswitch that contain unique codes to credit sales generated through a site. Commission Junction tracks codes, calculates commissions and provides real-time reporting and monthly commission checks. Sites interested in joining the program can do so by going to the Ipswitch Partner link on its Web site at

<http://www.ipswitch.com/partners>

## About Ipswitch

Founded in 1991, Ipswitch, Inc. develops easy-to-use, affordable, Windows-based software products that enhance the productivity of users from consumers to IT professionals. Its product family includes WS\_FTP Pro, the world's most popular FTP client, with 128-bit SSL encryption and tens of millions of users; WS\_FTP Server, with 128-bit SSL encryption, the first industrial-strength, full-featured FTP server for Windows NT/2000; WhatsUp Gold, a leading network mapping, monitoring, notification and reporting tool monitoring over 23,000 customer networks worldwide; IMail Server, the leading Internet messaging server for small and medium size companies and ISPs, with 48 million seats; and IMail Anti-Virus, powered by Symantec's CarrierScan™ and fully integrated with IMail Server, a powerful and easy to administer, all-in-one anti-virus solution - all designed to enhance mission-critical business solutions. Ipswitch products set new standards for functionality, performance, reliability and interoperability, while providing the foundation for corporate internetworking, and are available directly from Ipswitch and through distributors, resellers and OEMs worldwide.

## Editor's Notes

Review copies, interviews, screen shots and information for all Ipswitch products are available from Martin Brindley and Adrian Brophy at MCC International.

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