

SHOP.COM appoints eType in exclusive ad sales deal

Submitted by: AxiCom

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LONDON – 27 OCTOBER 2008] [SHOP.COM (<http://www.shop-com.co.uk>), the UK's largest virtual shopping mall has appointed premium ad platform, eType (<http://www.etype-europe.com>), to sell and manage all online ad inventory on their behalf. The exclusive deal will see eType concentrate on developing site-specific campaigns, integrations and sponsorships, in order to build advertising revenues for the publisher.

With an average 3 million unique users per month, SHOP.COM is currently one of the UK's largest CSEs (Custom Search Engine), allowing customers to shop for thousands of brands from hundreds of stores using the patented OneCart™ technology and a single account.

All Merchants featured on their site are vetted for family-friendly products and have demonstrated an expertise at remote shopping - from high quality product presentations to on-time delivery and conscientious customer service. This focus means that eType will be able to offer advertisers a range of brand-safe campaign and sponsorship solutions.

"SHOP.COM has successfully created a unique proposition that brings together the very best product ranges and online retailers into one safe environment to the benefit of both users and advertisers," said Rob Gay, Managing Director at eType. "The site offers advertisers a large, diverse user base across gender, age group, social demographic and product-interest and we look forward to educating the market to the many benefits of advertising with SHOP.COM."

Malcolm Tucker, SHOP.COM's Marketing Director said, " eType's impressive portfolio and experience in maximising revenues for premium publishers within the online space, ensures we are able to provide an effective marketing channel for leading online advertisers."

SHOP.COM provides easy access to a vast selection of trusted brands and high quality specialty retailers covering the home, fashion, food, beauty, kids and electronics all organised for convenience in finding, comparing and purchasing within a personalised shopping experience.

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SHOP.COM

NOTES TO EDITORS

- SHOP.COM has over 500 retail partners, and over five million top name brands and niche products.
- SHOP.COM allows customers to shop from hundreds of stores and thousands of brands using a patented OneCart™ technology and one single account.
- The SHOP.COM websites provides convenience, ease of use, amazing choice, great prices, safety and

security.

- SHOP.COM offers full customer support.
- All OneCart™ certified retail partners are vetted by SHOP.COM as part of their ongoing Trusted Merchant Certificate Program.
- SHOP.COM provide customer ratings and feedback on retail partners allowing consumers to make an informed decision prior to purchase
- SHOP.COM has over 3 million unique users per month in the UK alone (over 16 million in the USA)

eType

NOTES TO EDITORS

Owned by Media Initiatives Group, eType is the UK's leading premium online ad platform, with over eight years highly successful experience in managing publisher's online sales.

Trafficking more than 1.5 billion adverts per month and with a 20-strong sales and support team, eType is leading the way within the industry, holding advertising sales contracts with the most high profile online brands across all areas of the UK market, including hi5, The Weather Channel, Miniclip, Endemol UK and National Rail Enquiries.

Media Initiatives Group's UK platforms, eType and Accelerator are both fully accredited members of IASH, which was created to encourage best practice amongst online advertising sales houses, through the adoption of an effective code of conduct. IASH is the official ad network council of the UK Internet Advertising Bureau (IAB). For more information, visit www.iash.org.uk.

Since launching eType's dedicated video division, the team has worked relentlessly to become the UK's largest and most respected video ad specialists, developing unrivalled experience in selling non-traditional ad formats within the UK market.

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