



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

Advertisers Can Reach Consumers Through Small Businesses

TORONTO—February 9, 2011—SaleSpider (www.salespider.com), the largest social network geared specifically for small and medium-sized businesses (SMBs), today announced SaleSpider AdShare, a new product that allows advertisers to reach the SMB market with greater scale and efficiency. Leveraging its network of more than 750,000 current members and their affiliated businesses, SaleSpider's AdShare Network allows advertisers across a variety of industries to access ready-to-purchase businesses and consumers.

"Ad Networks are commoditized and undifferentiated. However, SaleSpider is different. We have a laser like focus on the SMB and an expansive portfolio of next generation big businesses already turning to us as the go-to expert everything SMB," said Russell Rothstein, CEO of SaleSpider. "With the launch of SaleSpider's AdShare Network, advertising agencies and big brands can now leverage our SMB members and reach their target customers. For the first time, a social network is leveraging its audience to reach targeted consumers. It's similar to how Google launched its AdSense or Display Network and tripled its reach beyond Text Searches."

The SaleSpider.com social network has become the go-to environment for entrepreneurs and SMBs to exchange new income generating leads, support, and ideas that can grow their business and invigorate the economy. The network's membership is both 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.

SaleSpider's AdShare Network allows 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. The marketing campaigns are customized and can target down to the specific demographics by location, age, gender, and behavior. From sophisticated targeting to real-time performance analysis to automated campaign adjustment – SaleSpider's optimization technologies speed the delivery of your advertising message to those most likely to respond.

About SaleSpider

SaleSpider <http://www.salespider.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
- Opportunitymatching.com -- a Facebook and web application that instantly matches opportunities to people daily, like a Dating Site for Business Opportunities

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