



Commission Junction and SponsorPay extend existing cooperation globally

BERLIN, Germany (March 17, 2010) – Commission Junction and SponsorPay extend their cooperation on a broad international basis: The leading global affiliate network and the leading virtual currency platform in Europe from now on work together in more than 30 countries in the EU, North and South America. The extremely strong position of Commission Junction in the USA further strengthens the US position of SponsorPay.

Commission Junction and SponsorPay focus on providing the highest payout for SponsorPay's clients by combining the enormous reach of both partners with the advantages of performance marketing and SponsorPay's innovative business model: Users get virtual currency in online games, social networks and social games for a certain action, e.g. participating in a survey or buying in a shop. To continue to guarantee high quality traffic and leads/sales, Berlin based SponsorPay does a quality check for every single user. A win-win-win situation for the advertiser, Commission Junction and SponsorPay's publishers is the result.

Last month SponsorPay took over GratisPay, one of its biggest competitors and is now European market leader in this sector reaching more than 100 million users in over 30 countries. The company is providing monetization channels for nearly all of the major gaming publishers in Europe, such as Gameforge, Bigpoint, Innogames or Café.com.

„Commission Junction is the perfect partner for our expansion in Europe and the USA. Due to our successful relationship in Germany and France it was an obvious choice for us to continue our international expansion in Affiliate Marketing with Commission Junction“, said Janis Zech, Co-founder/ Head of Business Development, SponsorPay.

Albrecht Fischer, Client Development Director, Commission Junction Germany added: “We are very happy that SponsorPay chose CJ for their international expansion. We can extend and support their strong position with our global Affiliate network internationally.”

About SponsorPay

SponsorPay GmbH (www.sponsorpay.com) was established in April 2009 by An-dreas Bodczek, Jan Beckers, Janis Zech & Team Europe Ventures. Based in the heart of Berlin, the company currently employs a staff of 35. SponsorPay's innovative payment system gives online gamers free access to premium content such as virtual currencies and items. SponsorPay already serves more than 30 countries with fully localized versions of its payment system. Through its over 100 cooperation partners like Gameforge, Bigpoint, Innogames, Cafe.com SponsorPay reaches over 100 million users in Europe. By taking over competitor GratisPay (www.gratispay.com) in February 2010 the company provides monetization channels for nearly all of the major online and social game publishers in Europe.

About Commission Junction:

Commission Junction (www.de.cj.com) is the leading global Affiliate network providing international success for advertisers and publishers. CJ offers high quality, security and individual service.

As a part of ValueClick it belongs to the internationally leading online marketing company. ValueClick offers solutions for Affiliate Marketing, banner advertising, ad serving and price / product comparison.

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