



Performance Marketing Agency Pioneers – efficient, evolving, ethical

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**For Immediate Release**

**NETexponent to Manage Affiliate Marketing and Search Management  
Programs for iChapters.com, part of Thomson Learning**

NEW YORK, (January 31, 2007) – **NETexponent**, a leading online performance marketing agency, has been selected by online store **iChapters.com**, part of **Thomson Learning**, to manage and optimize its online affiliate marketing programs and search marketing campaigns.

As one of the world's largest providers of tailored learning solutions, iChapters.com and Thomson Learning offer a wide variety of choices to students, educators, administrators and parents when purchasing educational course material. Thomson Learning is part of **The Thomson Corporation** (TSX:TOC; NYSE:TOC), Stamford, CT, a global leader in providing integrated information solutions to higher education, corporate, government and professional customers. Their unique product offering allows a consumer to purchase textbooks in print form, download form, and even by individual chapter.

NETexponent, based in New York, is tasked with building a holistic strategy for maximizing order volume generated through the iChapters.com affiliate and search marketing programs. A click-through affiliate program enables online affiliates to earn an 12% (or higher) commission for sales they refer to iChapters.com through their own website. Since many affiliates utilize search engines to drive traffic it is important that NETexponent's holistic strategy grow both the search and affiliate channels instead of making them work against each other. NETexponent has proven their ability to do this with other clients such as Audible.com.

NETexponent will look to increase resources devoted to recruiting and managing affiliates and media partners. The program will leverage the robust resources of NETexponent's team-based approach, and generate a larger volume of valuable pay-for-performance orders. Higher commissions and unique payment structures are available for particular affiliate partners. Websites interested in joining this affiliate program can email [iChapters@NETexponent.com](mailto:iChapters@NETexponent.com) for details.

"Our affiliate pilot program is one step we're taking to ensure as many students know that iChapters.com is the destination for cost savings, choice and convenience when it comes to purchases textbooks. said **Erin Wetzel**, VP of Marketing, iChapters.com. "We believe NETexponent can help us broaden our reach to students worldwide and provide a greater revenue-generating opportunity for our affiliates."

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In addition, NETexponent will provide iChapters.com with pay-per-click (PPC) search management. The agency will set up, manage and optimize paid search keyword buys, including keyword selection, bid management and performance analysis. The overall plan will be optimized to the target cost per acquisition.

"We are very excited to have the opportunity to work with a global leader in integrated information solutions for the education market," said **Chris Kramer**, media director and co-founder, NETexponent. "We will utilize our holistic approach to help iChapters.com grow a successful affiliate program that is strategically integrated with ongoing search marketing campaigns."

Key to NETexponent's effectiveness is its wealth of experience in effective customized affiliate marketing and media partnership programs, and its program flexibility. The agency is managed by a team of performance marketing pioneers who are dedicated to providing programs that are efficient, always evolving and of the highest ethical order.

NETexponent is proud to add iChapters.com to its roster of clients that includes other top brands such as American Express, The Financial Times, Audible.com, The Wine Enthusiast, Shockwave.com, Back To Basics Toys, Puritan's Pride, Scholastic Publishing and others.

#### **About iChapters.com**

iChapters.com is an online store provided by Thomson Learning. As one of the world's largest providers of tailored learning solutions, the company is deeply committed to providing a wide variety of choices to students, educators, administrators and parents when purchasing educational course material. The company's market group is made up of complementary, yet diverse businesses that provide the products and services students need for learning. Beyond offering just textbooks and programs, Thomson Learning provides a full range of learning resources that serve as an evolving solution for today and tomorrow. Thomson Learning is part of The Thomson Corporation (TSX:TOC; NYSE:TOC), a global leader in providing integrated information solutions to higher education, corporate, government and professional customers.

**NETexponent (www.NETexponent.com) is an online performance based direct marketing agency based in New York that builds custom partnership networks for efficiency driven advertisers. Founded in January of 2001, the metrics-driven firm leverages nearly a decade of management experience in structuring win-win, performance-based deals with online publishers ranging from automated affiliate networks to integrated media partnerships, and focuses on efficiently acquiring the most valuable customers for clients. NETexponent is committed to being the industry's most efficient and ethical performance marketing agency, continually evolving to address changing market conditions and client needs.**