

FOR IMMEDIATE RELEASE:

## **Net Atlantic Joined Viral Marketing Campaign to Celebrate Embrace Your Geekness Day**

**Email service provider Net Atlantic teamed with [iwearyourshirt.com](http://iwearyourshirt.com) to promote email marketing services on July 13.**

SALEM, MASS. – July 22, 2009 – [Email Service Provider Net Atlantic](http://www.netatlantic.com) joined the viral Internet marketing campaign at [iwearyourshirt.com](http://iwearyourshirt.com) to promote their [email marketing products](#) on July 13 -- also known as Embrace Your Geekness Day. Net Atlantic's day was featured on YouTube, Ustream.tv, Flickr, and Twitter.

"As an entirely Internet-based company, we employ many highly-skilled technical people," said Net Atlantic CEO Andy Lutts. "When choosing a day to join this campaign, Embrace Your Geekness Day seemed so appropriate." Net Atlantic streamed the July 13 video footage in a conference room so staff could watch and discuss the campaign during the day.

As part of this initiative, Net Atlantic [gave away a Nintendo Wii](#) to one person that signed up for a free email marketing trial on July 13, 2009.

"What a fun way to promote our services," Lutts said. "We hope that those who try our email marketing solution will become part of our valued customer-base."

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### **About [iwearyourshirt.com](http://iwearyourshirt.com)**

[iwearyourshirt.com](http://iwearyourshirt.com) was founded by Jason Sadler, who is selling space on his chest. He wears a sponsored T-shirt for each day of the year. The brands and companies who buy a spot will be promoted using social media tools like Twitter, Facebook, Flickr, YouTube, Ustream.tv, multiple other video sharing sites and the [iwearyourshirt](http://iwearyourshirt.com) official blog for daily shirt exposure. Please visit [www.iwearyourshirt.com](http://www.iwearyourshirt.com) for more information.

### **About Net Atlantic**

Established in 1995, Net Atlantic was one of the first [email service providers](#) and [Web site hosting](#) companies. Net Atlantic's goal is to help businesses and non-profit organizations succeed online with effective email marketing services and Internet tools. To learn more, visit [www.netatlantic.com](http://www.netatlantic.com) or call 978-219-1900.

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