



The Affiliate Gateway

For Immediate Release

The Affiliate Gateway (TAG) partners with Gushcloud to deliver innovative social media advertising and rewards platform

Singapore, 11 April 2013 – The Affiliate Gateway* (TAG), has launched an innovative new partnership with Gushcloud Pte Ltd, a leading Asia-based social media network, to enable consumer brands to use social media as an advertising medium on a CPA (cost-per acquisition) or performance-based advertising basis.

Performance-based advertising via social media is a new concept in Singapore and offers merchants low-cost access to online advertising (previously expensive and hard to measure), paying only when a sale has been referred.

Businesses can now opt for this method instead of dedicating large media sums for adverts that focus on brand advertising, rather than the conversion of sales.

Gushcloud offers its users, also known as “Gushers”, the opportunity to make money from their personal online spaces by promoting the brands they like - Gushers can earn Gush points, redeemable for cash for every sale they refer to these brands on the Gush Ad platform.

The Gushers connect with their readers, friends and fans who share common interests and experiences and the visits to these sites ensure that advertisers’ message will be seen and heard on a mass scale.

The Affiliate Gateway brings exciting brands for Gushers to promote such as Fareastflora.com, Zalora, Expedia, Courts, Showbizasia.com, and many more of the largest e-commerce operators in Singapore.

Max Bush, Network Director of The Affiliate Gateway, said: "We look forward to connecting our client brands with Gushcloud. We have partnered with them because they are an effective marketing partner with their large number of socially active users, adding scale and value to our client brand programmes.

"We are also impressed with Gushcloud's understanding of the need for high-quality, brand-protected targeted campaigns. This is an exciting opportunity for our advertisers to advertise on both social media and affiliate marketing platforms without needing to invest large budgets."

"Affiliate marketing in Singapore is clearly growing at quite some rate but adoption on a larger scale is still emerging. Our advertisers appreciate that the affiliate channel delivers an uncontested ROI and are excited by the reach of social media that Gushcloud brings to the table."

Althea Lim, Co-Founder and Chief Marketing Officer of Gushcloud, attests: "The Affiliate Gateway's knowledge and expertise in the affiliate marketing landscape is highly impressive. They are experienced in managing performance-based campaigns and have been perceptive in understanding advertisers' needs. I am confident that working together with The Affiliate Gateway we will be able to deliver some great social media advertising as part of their affiliate marketing solutions to clients. I see them as a highly complementary partner to promote and grow Gushcloud in Singapore and Asia. "

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About The Affiliate Gateway

The Affiliate Gateway™ fuses leading-edge technology and world-class marketing expertise to enable you to grow and develop more profitable partnerships in all your affiliate marketing activities.

As specialists in affiliate marketing, we offer a wealth of experience in the key sectors of retail, travel, insurance and finance. We will assist you to drive and improve the performance of your campaigns exponentially.

The Affiliate Gateway is a global affiliate network platform. We operate on a performance only basis; there are no setup costs, monthly fees or other charges.

About Gushcloud

Gushcloud is the social advertising platform that aims to be the best engagement tool to connect brands with consumers through incentivized advertisements. We are the proprietary owner of Gush Ad, advertisements that achieve consumer interaction through rewards and cash. Our users can take part in

Gush Ads on GushAd.com, on the soon-to-be-launched Gush Ad mobile app, and on third-party online publishers and mobile apps that install our upcoming Gush Ad Network API. With cash earned from Gush Ads, consumers can cash it out for real money, or spend it at the Gush Ad Mall on their favourite brands. Gushcloud currently holds office in United States, Singapore, Malaysia and Indonesia and we want to achieve a globally distributed experience via the open-platform Gush Ad Network system across the web and mobile, as well as to create a closed advertising loop where consumers can earn from our advertisers, and spend it on the same brands. Users on Gush Ad earn rewards for sharing the word about brands they love. For more information, please visit <http://www.GushAd.com>.

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* The Affiliate Group (TAG) is an affiliate marketing network operating under Collinson (Latitude) Pte Ltd, a wholly-owned subsidiary of The Collinson Group.