

netSpray Engages JP Maroney To Help Launch Social Media Advertising Syndicate

Collaboration Accelerates Launch of Social Media Advertising Services Network; Leads Off With SMB Social Media Marketing Services and Value-Added Service Packages for Online Retailers

AUSTIN, TEXAS, May 18, 2009 – netSpray, LLC (<http://www.netspray.com>), the premier provider of user-controlled social media advertising widgets, today announced it has engaged business and marketing strategist JP Maroney (<http://www.jpmaroney.com>) to help develop and launch its social media advertising tools and services programs to online retailers, small and medium businesses and enterprise clients.

Social media networks are having a major impact on the e-commerce industry and this trend doesn't appear to be going away. Sellers and advertisers have been asking for ways to monetize the social web and engage their markets where they're active. While evidence suggests content related ads do well, social media spaces haven't taken to advertising. netSpray CEO and President, Ray Wolf says, "Affiliate links in blogs are overwhelmingly accepted today. netSpray helps place opportunity in the users' hands by providing tools for monetizing the social web. These sites are where a lot of the buying public is spending time today and with netSpray sellers and advertisers have a way of reaching them."

JP Maroney will work with netSpray's executive team to fine tune overall marketing strategy, with an intense focus on strategizing, developing, rolling out and monetizing programs and packages for the small and medium business market. Famous for his ability to help business leaders remove limitations to their revenue growth and build multi-million dollar businesses, JP Maroney's clients call him "the man with the Million-Dollar Midas Touch" and Entrepreneur Magazine calls his methods "wildly generous." Mr. Maroney says, "I take on very few private consulting clients these days because of commitments with my own ventures. But when I pulled back the veil on the full potential of netSpray and realized what a solid leadership team and powerful tools they have in place, I knew I wanted to work with them. This is going to be big, very big!"

netSpray Co-Founder and VP of Services, Rick Hogan adds, "From the day we first engaged Mr. Maroney in initial discussions with netSpray, we immediately began to see the value he could bring to our business. By leveraging his expertise, relationships and successes, combined with our own, we add a complete new dimension to our capability to aggressively grow our Social Ad Marketing services."

As the emerging social web continues to challenge and recreate the ways e-commerce and other online activities are handled, providers of social advertising netSpray gives those involved in online commerce a distinct advantage. Destination sites like eBay have come under criticism for being so large and failing to attend to the individual or more nuanced needs of groups. Networks are an answer to this, and Social Ad Marketing provides sellers a means for engaging and converting leads into sales. As networks and blogs continue to gain traction, netSpray provides the tools and services to gain exposure and build clientele through lead generation and sales conversion capabilities.

About: netSpray is a Social Ad Marketing (SAM) provider. netSpray is helping individuals and businesses transform the merchandising of their products and services through online ads across social media, e-commerce and classified ad marketplaces. netSpray's ad widgets are created once and distributed across the social media network, whether it be on your blog, forum, email, social network or classified ad marketplaces. These ad widgets are centrally managed through netSpray's Ad Management Panel (AMP) allowing sellers to dynamically update ads across the network at a moment's notice. The result is innovative inventory control management and faster time to revenue.

netSpray's tools let you meet with your customers where they are and where they spend time, giving you more opportunities to connect with your customers. netSpray also helps you connect with even more customers through their team of Affiliate Marketers who help to get the word out about your offer all across the web. Affiliates are another way that netSpray helps to increase the awareness of your offering by being your virtual sales force. For more information, visit <http://www.netspray.com>.