

netSpray Launches Powerful E-Commerce Website Using Social Ad Marketing Widgets

New startup empowers users to 'Spray content across the Internet', helping sellers to monetize their social media relationships. Supporting the effort, netSpray received a first round of funding, and signed former Fortune 500 Executive, Ray Wolf as CEO.

Austin, TX (April 22, 2009) — Innovative social media advertiser, netSpray, announces the launch of their powerful e-commerce website, www.netSpray.com. The website, which hosts its patent pending tools, provides the means to develop, deploy and manage social media ads that empower users to transform traffic into revenue.

netSpray is a leader in Social Ad Marketing (SAM) and provides the capability for creating and distributing content to blogs, forums, emails and social media websites. netSpray's ad widgets feature time and inventory control and can be dynamically altered with the netSpray Ad Management Panel (AMP) regardless of how many or where the ad widgets are placed throughout the Internet.

"We are ushering in a new level of e-commerce, something we like to call 'active selling'. More people are spending time in social networks, meaning marketplaces like eBay are not as busy. netSpray allows e-commerce to be present in the places where people are spending time, on blogs and in the social networks," says Allen Hogan, netSpray's Founder and VP of Products.

As part of the services portfolio, netSpray guides individuals, small to medium sized businesses, and large corporations in developing social ad marketing monetization strategies and conversion plans. netSpray provides a means for its clients to capitalize on new and existing social media relationships by placing ads where their customers reside. netSpray's Co-Founder and VP of Services, Rick Hogan adds, "Through use of our website, clients are able to place content and sales messaging widgets in a multitude of online venues. With Self-Help Solutions and Professional Services, we empower our clients to leverage the social web; selling their products and services on blogs, forums, niche marketplaces and more."

Globally, social networks and blogging sites have surpassed email and have become the fourth most popular online activity. According to Nielson's Global Trends and Network Spaces report, '10% of all time spent online is being spent in social networking and blogging sites.' Advertisers and publishers continue to push for a monetization plan for social networks and as of yet have come up short on finding an approach that drives conversions. netSpray believes they have developed a solution to the social network and blog site monetization problem.

Meet the CEO: netSpray recently signed, Ray Wolf as CEO and President. Mr. Wolf, a former Dell and Brocade executive, has launched multiple new technology startups in three business sectors leading them to profitability. Along with the CEO announcement, netSpray issued a release explaining that they have received first round seed funding to help fuel the progress of Social Ad Marketing website, netSpray.com. Mr. Wolf says, "I am really excited to be part of this evolution in e-commerce. We feel strongly that netSpray will become the next wave of development in the online sales and social media industry." In addition to Mr. Wolf, the netSpray executive team includes Allen Hogan, Founder and VP, Products; Rick Hogan, Co-Founder and VP, Services; Mike Taratuta, Co-Founder and VP, Technology and Dennis Hogan, VP, Corp. Operations. Find out more about netSpray's social ad widgets, their [affiliate program](#), [online seller solutions](#) or the [netSpray executive team](#) by visiting www.netspray.com.

About: Creators of Social Ad Marketing (SAM), netSpray provides applications and managed services to monetize and drive conversion capital for the individual, small to medium businesses and enterprise seller. netSpray's patent pending methodology with integrated inventory and time controls, equips sellers with the ability to place and monitor offers in a variety of social media including blogs, social networks, classifieds and emails.