



**MEDIA CONTACTS:**

Bob Rumpza, (952) 946-0946,  
[bob@rumpzaconsulting.com](mailto:bob@rumpzaconsulting.com)

Brian Belmont, (952) 233-0428,  
[brian@bellmontpartners.com](mailto:brian@bellmontpartners.com)

**Adfusion Launches New Channel to Help Advertisers Reach U.K. Consumers**

*Unique two-click solution now allows U.S. marketers to reach pre-qualified overseas audiences*

HOPKINS, MINN. (February 9, 2010) — Minneapolis-based ARAnet, Inc., has launched Adfusion U.K., a new channel that opens up the Adfusion article-based online advertising platform to marketers looking to reach consumers in the United Kingdom.

Adfusion is a next-generation solution that combines the measurement and control of PPC advertising with the credibility of content-rich articles, resulting in a greater return on investment than traditional advertising methods. Adfusion uses ARAnet's exclusive distribution channels -- including the most respected media publishing sites on the Web -- and a unique two-click model to give marketers the tools they need to deliver only qualified and motivated visitors to their landing pages or Web sites.

Adfusion U.K. allows marketers to target the messaging in their branded articles to specifically appeal to U.K. audiences. Adfusion customers pay only for results, and are charged a per-visitor fee after a Web visitor self-selects based on their interest in the subject matter of an article. Adfusion U.K. advertisers pay only for U.K.-based Web traffic.

According to Adfusion Director Josh Madigan, Adfusion U.K. is an ideal solution for U.S.-based companies with products or services that are targeted toward consumers in the U.K., such as an airline promoting a London-to-Paris flight or a restaurant chain expanding into Europe. "It's a logical extension of our domestic product, and lets marketers who want to reach U.K. audiences benefit from our long-standing relationships with high-profile publishers, as well as new partnerships we're constantly building," he says.

Minneapolis-based ARAnet, Inc., launched Adfusion in 2005. Since then, the innovative hybrid product has become one of the industry's most dynamic online delivery vehicles, using brand-focused storytelling to deliver billions of impressions monthly.

**About ARAnet**

Founded in 1996, ARAnet is a leading media company with two products to help its clients reach and win new customers, Adfusion and ARAnetContent. Adfusion is an article-based cost per click advertising platform. It is one of the nation's most dynamic online advertising networks, currently delivering billions of impressions monthly through a network of premium publishing partners. ARAnetContent generates feature article placements in print and online publications that build awareness of and sales for its clients' products and services. To learn more, visit [www.ARAnetOnline.com](http://www.ARAnetOnline.com) or [www.Adfusion.com](http://www.Adfusion.com).