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Adfusion Named to Upshot50 List of Cutting-Edge Marketing Technology Providers

HOPKINS, MINN. (February 2, 2009) — Adfusion, the next-generation online advertising network from Minnesota-based ARANet, Inc., has been named to the Upshot50 list of leading marketing technology providers. According to the Upshot Institute marketing think tank, which compiled the list, companies selected for the Upshot 50 are being recognized for “offering the most innovative, powerful and useful marketing tools and technologies.”

Adfusion is one of the industry’s most dynamic online delivery vehicles, using brand-focused storytelling to deliver billions of impressions monthly. The next-generation solution combines the measurement and control of pay-per-click (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.

“Amidst the mass of ad networks and PPC consultancies, Adfusion has an offering that seems to provide some of the best qualities of online marketing into a single solution,” says Chris Ross, co-founder of Upshot Institute. “Adfusion is truly reshaping the world of marketing.” In being named to the 2009 list, Adfusion joins such leading marketing technology companies as Exact Target, SurveyMonkey, Vertical Response and Zoomerang. Upshot50 winners were nominated by and voted on by marketing professionals.

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 ARAcontent. Adfusion is a unique article-based cost-per-click advertising platform. ARAcontent generates feature article placements in print and online publications that build awareness of its clients’ products and services. To learn more, visit www.ARANetOnline.com.

About Upshot Institute

Providing a wealth of free resources for marketing professionals and working closely with the marketing technology vendor community, Upshot Institute is focused on the complex task of helping marketers make sense of marketing technology. Visit www.UpshotInstitute.com.