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ClickBank Launches Platform Globalization

ClickBank meets global demand, adds languages, moving to accept new currencies

/24-7PressRelease/ - BROOMFIELD, CO, March 20, 2008 - ClickBank, a privately held online retailer for buyers and sellers of digitally delivered products and services, today announced its first phase of Platform Globalization, which allows the company to sell products in languages other than English, with Spanish being implemented as the first. The platform also enables ClickBank to accept currencies other than U.S. Dollars, a feature that will be introduced later this year.

The strategic addition of new languages and currencies comes as ClickBank's global diversity of end customers, product publishers and affiliates grows. ClickBank has continued to capitalize on both domestic and international demand for digital products, posting a 26 percent revenue increase last year. Total revenue for 2007 was nearly \$300 million.

"Platform Globalization is a major step for ClickBank, which has until now been focused almost exclusively on products created in English and transacted in U.S. dollars," said Bob King, ClickBank CEO. "The addition of Platform Globalization opens up new markets and provides tremendous opportunity for our product publishers and affiliates."

With over 100,000 active affiliates, 35,000 unique digitally downloadable products, such as e-books and software, and over 12,000 product publishers, ClickBank is a world leader in online commerce systems.

The buying power of Spanish speaking individuals living in North America and globally has grown significantly over the past few years. By adding Spanish language capabilities, ClickBank allows product publishers and affiliates to strategically target those new and growing markets. Other languages are to follow.

ClickBank is rolling out Platform Globalization in phases. Phase one, available immediately, introduces Spanish language capabilities and currency conversion. The Spanish language capabilities allow interactions between the customer and ClickBank to be in Spanish including the order form, confirmation page, customer service emails, phone support and customer service pages on ClickBank's Web site.

A currency converter has also been added to the ClickBank order form. This converter allows the customer to see what the product will cost in his or her local currency, while still settling the transaction in U.S. dollars.

Phase two, to be introduced later this year, will expand into other languages, including French and German, and implements full acceptance of select currencies such as the Pound Sterling and the Euro.

About ClickBank

ClickBank is the largest online retailer for those engaged in developing, selling and promoting digitally downloaded products and services. The company functions as a virtual business network facilitating the interactions and transactions between buyers, sellers and promoters while providing guaranteed tracking of sales, state-of-the-art fraud protection and a totally secure platform. ClickBank processes more than 25,000 transactions from around the world every day. For more information, please visit www.ClickBank.com.