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Affiliate Classroom Appoints Training Board of Advisors

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COLLEGE PARK, Md., Nov. 12 /PRNewswire-USNewswire/ -- The Affiliate Classroom, a leading publisher of educational tools for the interactive advertising industry, has appointed a board of advisors to offer direction and guidance in the development of a new breed of training materials the company will be releasing in 2008.

The board of advisors is comprised of well-known, successful affiliate marketing professionals. The current members are as follows:

-- Peter Figueredo - Mr. Figueredo is the CEO and co-founder of the successful online marketing agency, NETexponent which services a variety of brand-name clients. He has been running affiliate programs and managing profitable marketing strategies for clients since 1998. A prominent voice in the performance marketing industry, he frequently speaks at leading industry conferences including Affiliate Summit and ad:tech.

-- Sam Harrelson - Mr. Harrelson is CEO of ReveNews, a leading online publication for the performance marketing industry. He has over six years of experience in the performance marketing industry as a publisher, email marketer, website owner, director of business development, senior vice president, and advertiser. He also contributed to the performance marketing industry by writing articles for the Digital Moses Confidential and now for ReveNews.

-- Jeremy Palmer - Mr. Palmer is the owner and creator of "Quit Your Day Job" and co-creator of PPC Classroom in conjunction with Affiliate Classroom's CEO, Anik Singal. He is recognized as an affiliate marketing leader and advocate. He was recently named a top performer in the Commission Junction affiliate network and won their 2005 Horizon Award for Innovation. He is a regular speaker at industry conferences such as Affiliate Summit and Commission Junction University.

-- Heather Paulson - Ms. Paulson is president and founder of Paulson Management Group, Inc., a leading full service multi channel e-marketing management and internet consulting company. Her experience in online marketing dates back to 1995 and includes in-depth practice of online brand building, search engine marketing and affiliate marketing.

-- Brook Schaaf - Brook is CEO of Schaaf Consulting, one of the performance marketing industry's top outsourced affiliate program management firms. He has seven years' experience in internet marketing with a strong emphasis on affiliate marketing stemming from his past as an affiliate manager at Zappos.com, Shoes.com and Edmuds.com.

Singal commented, "I'm confident that the help and advice we are receiving from these affiliate marketing experts will help us create a spectacular training and education series."

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More information about Affiliate Classroom can be found at <http://www.affiliateclassroom.com/>.

About Affiliate Classroom, Inc.

Established in October of 2004 as a private company, Affiliate Classroom is a leading publisher of educational tools for interactive marketers. The growing product suite includes courses, books, live seminars, digital magazines and online forums for affiliates, merchants and advertisers participating in the affiliate marketing industry as well as materials for PPC (pay per click) search marketing. <http://www.affiliateclassroom.com/>.

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