

**eComXpo™ BOASTS AN ALL-STAR LINE-UP FOR
ECOMMERCE MARKETING VIRTUAL TRADESHOW
OCTOBER 6-8, 2005**

**Industry Leaders in Search, Affiliate and Interactive Marketing
On-board as Sponsors, Speakers and Exhibitors**

CHICAGO, IL, July 19, 2005 – eComXpo - the premier virtual tradeshow for eCommerce marketers is excited to announce their initial line-up for the **October 6-8th** online event. Industry luminaries including **John Battelle, Andy Beal, Bruce Clay, Shawn Collins, Declan Dunn, Brad Fallon, Kevin Lee, Fredrick Marckini, James Martell, Catherine Seda, Dana Todd and Linda Woods** will all be speaking. Additionally, executives from *Google, Yahoo!, Linkshare, Commission Junction, Performics* and other leading eCommerce companies will be presenting topics of interest to search, affiliate and interactive marketers.

eComXpo has already sold out its Platinum Sponsorships to returning sponsors *Commission Junction, Linkshare* and *Performics* and welcomes new Platinum Sponsors *Google* and *Yahoo!*. *Revenue Magazine* returns as the Premier Media Sponsor and *PR Web* is back as the Newswire Sponsor. Gold Sponsors include *Advertising.com, AffiliateTip.com, CommissionSoup.com, cpaoffers.com, Digital River, Direct Response Technologies, iProspect, KowaBunga! Technologies, Neverblue Media, SendTec, ValueClick* and *xy7.com*. Other exhibitors include industry leaders such as *1-800 CONTACTS, A9.com, AdDrive, AdJungle, Atlas OnePoint, Bare Necessities, BlinkAds, Bose, Buy.com, CardScan, Chexx, Collectibles Today, Copeac, drugstore.com, Figleaves.com, InsureMe, Link Profits, NETexponent, PartnerCentric, PersonalizationMall.com, shopzilla, Skin Spa Therapies, SmartBargains.com, Travelocity, Video Professor* and more. For a complete list of current sponsors, exhibitors and speakers, visit www.ecomxpo.com.

eComXpo Event Director, John Grosshandler, comments, “We’re quite pleased with the overwhelming interest from sponsors, exhibitors and speakers for the October show. We’ve already sold out our Platinum Sponsorships and will soon sell out our Gold Sponsorships. Over 80 exhibitors have already signed on, which puts us at a pace to more than double the number of exhibitors and attendees we had at our last event. Most importantly is the success we’ve had in getting so many top experts to present at eComXpo. We’ve already lined up three keynotes from some of the top traditional tradeshows, along with dozens of other marquis presenters.”

eComXpo is the first virtual tradeshow for search, affiliate and interactive marketers. Its unique patent-pending Xpocast™ technology and approach provide all the benefits of a traditional tradeshow, allowing exhibitors, presenters and attendees to have fun, exchange information, network and generate hundreds of new business leads without the hassle, time or expense of travel. eComXpo debuted last February, attracting over 1,600 attendees, 92 exhibitors, 75 speakers and the exchange of over 7,500 business cards. The interactive presentations were attended over 11,000 times throughout the three-day conference.

“We’ve added several new topics for the fall show at both the introductory and advanced level including the latest trends and techniques in interactive advertising, search engine marketing, site building, motivating affiliates, publishing, email marketing, blogging, pay-per-click, fraud, spam, phishing, financial, regulatory, legal and employment issues, and of course, hot new products and technologies,” adds Grosshandler.

eComXpo will continue to accept “call for papers” from interested speakers through August 1st at www.eComXpo.com/speakers. Exhibitor and sponsorship opportunities, attendee and press registration, demos and other information can be found at www.eComXpo.com.

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