



NEWS RELEASE

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Manhattan Portage Launches New Affiliate Marketing Program

CHICAGO, May 14, 2008 /PRNewswire/-- You probably can't leave your house without running into one- they're on your street, on your bus and perhaps even on your own shoulder. What seemed like just a trend 25 years ago, has withstood the test of time. Manhattan Portage, maker of the original messenger bag from New York City, has decided to take it to the next level by partnering with ShareASale to offer an affiliate program.

"We hope that starting this affiliate program will make 'the little red logo from New York City' as popular on the web, as it is on the streets," said Greg Neverka, Marketing Assistant at Manhattan Portage.

Manhattan Portage's affiliate program went live at the end of April and has been met with enthusiasm from ShareASale's affiliates. "It's been great to see the positive response from the affiliates in our network who are excited to promote their products," said David Zelken, Sales Director for ShareASale. "Manhattan Portage brings to the table top-quality messenger bags and backpacks built for the urban lifestyle, supported by a well-known brand that people trust."

Manhattan Portage is offering a tiered commission structure, 120 day tracking gap, and a robust datafeed to complete the roundup that makes this a very affiliate-friendly program. For more information about ShareASale and Manhattan Portage's affiliate program, please visit <http://www.shareasale.com>.

About ShareASale, Inc.

Chicago-based ShareASale is a provider of e-commerce tracking and affiliate management solutions for small- to mid-sized businesses. By facilitating relationships between affiliate marketers and merchants, ShareASale helps its clients tap into new sources of revenue. With over 2,000 merchants and thousands of affiliates, ShareASale is committed to driving all-around profitability based on fair, honest and proactive practices.

About Manhattan Portage:

Manhattan Portage (<http://www.manhattanportage.com>) has been manufacturing bags since 1983. They are proud to be one of the first to produce messenger bags with a simple philosophy, "a bag for everyone". By innovating and expanding their line to accommodate the range of uses their bag owners' demand, the Manhattan Portage line has developed to serve all walks and runs of urban life. In 2008, Manhattan Portage will be celebrating their 25th anniversary.