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## PRESS RELEASE

**For general release to: Andy McCormick – Media Week**

### Walker - i launches an affiliate campaign for 'GetMinted'

Online casino 'GetMinted' is the latest client to take advantage of Walker – i's in house affiliate solution W.A.S.P., which boosts Barclays, Woolwich, and Barclaycard on its platform.

W.A.S.P. (Walker - i's affiliate software platform), works directly with the UK's leading affiliate partners, offering them an excellent level of support and competitive commission rates. Accepting only experienced, high performing affiliates on the platform, W.A.S.P delivers clients a cost efficient and accountable service.

GetMinted, part of the Cashcade group, has been a client of Walker Media's since April 2006. The agency recently secured a deal for GetMinted to be the main sponsor of Channel 5's new hit series 'Shark'. The affiliate activity will run in parallel with the sponsorship as part of an integrated media campaign to drive online casino players to sign up.

James Cooper, Senior Affiliate Manager at Walker - i said "the addition of GetMinted to W.A.S.P. will increase the range of advertisers that we have on the network. As the popularity of online gaming continues to grow in the UK, GetMinted, with their great selection of themed games and competitive commission rates, will undoubtedly prove to be a popular advertiser on the network".

Spencer Davis, Online Marketing Manager at GetMinted said "we are excited to introduce our new affiliate program for GetMinted on Walker - i's affiliate network, W.A.S.P.. With W.A.S.P.'s focus on a small group of experienced affiliates and GetMinted's competitive commission offering we are sure that our partnership will be both a profitable and successful one. "

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