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VIDEO / MEDIA AVAILABLE: Affiliates Identified at Top Affiliate Challenge to Drive Online Revenue with Panache and Passion

For Immediate Release

LINCOLN, Neb./EWORLDWIRE/HOLD --- More than half of savvy online merchants are seeking to increase the bottom-line by cost-efficiently and effectively expanding their reach, by strengthening their affiliate marketing programs and by acknowledging the power affiliates wield in driving awareness and sales - by up to 30 percent of site transactions (Forrester Research). Recognition of the talent behind the entrepreneurial enterprises online will take center stage in Lincoln, Neb., in July, when 12 influential and skilled affiliate marketers will step up and demonstrate their know-how during a 14-episode, real-time finale of the Top Affiliate Challenge competition. To secure a position on the panel, participants will need to move ahead of other contestants by submitting a video online, and build buzz about the entry to the public, which will cast votes on a sliding scale for favorite entries.

Organized by Thor Shrock, whose own record reflects a lengthy list of accomplishments including taking second place in, "The Next Internet Millionaire," revered business gurus will be guiding, coaching and teaching contestants on their way to the top spot. According to Shrock, "Use of the Internet has permeated our society, and the Top Affiliate Challenge breaks down any remaining credibility barriers, while showcasing the abilities of nimble forward-thinking achievers - affiliate marketers are the most progressive 21st century entrepreneurs."

While the judges may not be as top-of-mind as "Trump," Top Affiliate Challenge headliners include some of the biggest in online business: Jeremy "Shoemoney" Schoemaker, John "Know-how" Chow and Ken "Mogul" McArthur. The masters of business ventures have shared their enthusiasm about the Top Affiliate Challenge by saying:

"In this competition, whoever is on my team better be ready to do what it takes to win, because that is all I know how to do. If you like food, sleep, or recreation, you might want to look somewhere else." - Jeremy Schoemaker

"I'm looking forward to this event and taking care of Shoemoney!" - John Chow

"By participating in Top Affiliate Challenge - the Web's first real-time reality program, I will proving the philosophy I have espoused for years - that partnerships and collaboration build value for everyone for years and that when great people get together, they can do some amazing things. This old guy still has a few tricks up his sleeve, so hang onto your seats!" - Ken McArthur

Over a three-week period, the crew of Top Affiliate Challenge Internet marketers will be divided into three teams by the producers; each team will be led by an established and successful affiliate marketing guru. The competition will be handled on multiple fronts; individuals will compete personally as well as part of a team to maintain standing on the show.

Teams will focus on strategy and promotion of real affiliate products on the Internet to real potential customers amid all of the normal competition that would naturally occur. At the end of each day of the competition, teams will learn what they have earned from their efforts. The team with the least earnings will lose one member to elimination.

The last contestant standing takes the Top Affiliate title and ring, cash and other valuable prizes.

Auditions for the July competition are currently being accepted at <http://www.topaffiliatechallenge.com>.

Businesses interested in sponsorship or to learn about featuring a product or service on the program or during the audition process, e-mail service@topaffiliatechallenge.com.

MEDIA: To arrange for interviews of candidates or organizer Thor Shrock, call 02-212-5393 or e-mail service@topaffiliatechallenge.com.

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