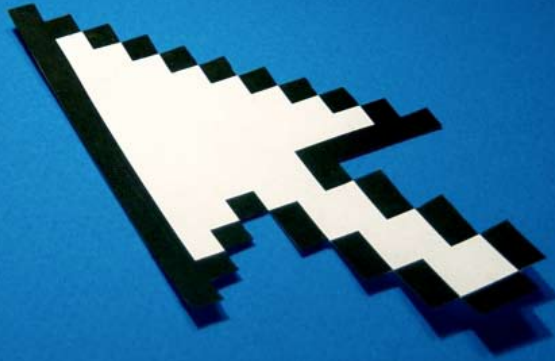




THE COMPLETE PACKAGE



## CUSTOMER TESTIMONIALS

**KowaBunga!** affiliate marketing products and services provide "The Complete Package."



THE PREMIER  
AFFILIATE TRACKING &  
MANAGEMENT TECHNOLOGY

**MyAP** powers our 'Tracking Technology', **Kolimbo** offers 'Exposure to Thousands of Affiliates' and **Team Affiliate** experts provide 'Affiliate Recruitment, Management and Motivation.'



CREATE &  
MANAGE PROFITABLE  
MARKETING PARTNERSHIPS



OUTSOURCED  
PROGRAM MANAGEMENT  
& CONSULTING

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# CUSTOMER TESTIMONIALS



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**“Of all leads generated from the affiliate program overall, MYAP accounts for nearly 70%.”**

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## **Having been involved in affiliate marketing for the past 6 years...**

I've had the opportunity to get to know and work with many affiliate program providers, including LinkShare, Performics, Commission Junction, and KowaBunga!'s My Affiliate Program.

KowaBunga!! is hands down the best to work with. Home123 signed up with MyAffiliateProgram a few years ago and it is the better performing provider of the 2 we have in place (Performics and My Affiliate Program).

Of all leads generated from the affiliate program overall, MYAP accounts for nearly 70%.

Part of the set up included custom technical work to sync our database with their systems, plus KowaBunga!'s team thought of every scenario we would come across, and created custom technical work that would enable us to best communicate with affiliates, upload creative, set up tiers, payout appropriately, pull custom reports and more.

The interface is easily navigable, and the customer service is friendly, down to earth and quick to respond to any questions.

Aside from the actual great product and service, KowaBunga! understands affiliate manager's needs, and what we look for in providers.

# CUSTOMER TESTIMONIALS



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**“They  
understand  
direct  
communication  
with  
affiliates is  
key”**

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They understand direct communication with affiliates is key, and they allow for this, and they don't have any exclusivity requirements which give us the opportunity to arrange partnerships with other providers if desired.

Plus their presence in the affiliate community is growing and their Kolimbo network is becoming larger, allowing our program to continue its growth.

**Michelle Hartwell**

*New Century Financial Corporation*

# CUSTOMER TESTIMONIALS



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**“My findings were that MyAP had everything I needed, plus a feature I coveted: 2 tier tracking.”**

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**MyAP is more than a product to me. It's a relationship.**

Back in late 2001, I was converting a program from Be Free to MyAP, and I had concerns about being able to get the same reporting as I was used to with Be Free. When I first touched base with the KowaBunga! folks, I looked at MyAP as a budget affiliate solution. This view was quickly dispensed after my first conversation with Rachel Honoway.

As I brought up the various requirements I had, Rachel explained how MyAP measured up. My findings were that MyAP had everything I needed, plus a feature I coveted: 2 tier tracking.

Over time, MyAP released more tools and features that literally revolutionized the way I managed affiliate programs. The smart behavior of their e-mail tool, Opt-in Pro, enabled me to automate affiliate targeting based on their level of activity and achieve percentages of active affiliates previously unthinkable.

When they were conceiving version 8.0 (note - I think that was the version), I was contacted to ask what sort of features I wanted to see added into the upcoming version. I handed over a long wish list, and to the letter, these requests became reality.

The service, whether it be on the business or technical side, has always been top notch and quick. If I ever had an issue, I could always expect a quick response. Many times, I've sent a non-urgent technical query over a weekend or late at night, and after the 5th or 6th time,

# CUSTOMER TESTIMONIALS



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**“The  
responsiveness  
of the  
KowaBunga!  
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me”**

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I was no longer dumbfounded when I got a quick solution returned to me before the next business day.

Rather than think to myself, that’s impressive or that’s unprecedented, I finally realized... That’s KowaBunga!.

The responsiveness of the KowaBunga! team has always impressed me, and their innovation has changed the face of the industry.

**Shawn Collins**  
*CEO of Shawn Collins Consulting*



Author of “Successful Affiliate Marketing for Merchants”

# CUSTOMER TESTIMONIALS



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**“ ...it took me 3-years to find the right company to work with.”**

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We started Kitchen Universe in February 2003, by May sales increased month by month; so I started to advertise on-line and to search for reliable and oriented result search engine program.

There are so many choices out there, from do-it-yourself to customize programs offered by recognized companies.

I tried more than 5 companies before arriving to KowaBunga!; it took me 3-years to find the right company to work with. At the beginning I found it a little over my budget, however my perception changed from the first report I received.

I used to have my customized affiliates program, at that time affiliate sales represented 1% of my total sales and no growing short-term future; additionally to manage all those accounts was so time consuming and un-effective that I knew that we need to find a reliable and dedicated company that would be able to build a successful program.

Today our affiliate sales represent a 12% of our sales and more important we have more than 20 affiliates generating sales and more than 100 have been contacted; this number has been growing and growing.

Our sales have grown a 30% and we have been only three months on board. Management of our affiliates is outstanding; it feels like Angie -our account manager from KowaBunga!- is one of our staff; she comes everyday with new ideas; she is there whenever you need her, KowaBunga! has been committed to the success of this program.

# CUSTOMER TESTIMONIALS



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**“ I feel we  
finally  
found in  
KowaBunga!  
a partner  
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to our  
success.”**

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They customized all tools we need to track sales properly, in three weeks we had our program up and running. KowaBunga! goes beyond their commitment; which originally was to build and manage an effective affiliate program; our program is fresh and always improving day by day thanks to KowaBunga! team.

We have been using some of the tools provided by KowaBunga! in our customer base; so now KowaBunga! is building tools that help to boost both our image as a high-quality affiliate program and our communication with our customers.

We received a monthly report where we see our performance, detail information about the development of the program and next steps to keep our program fresh and profitable. Bottom line our affiliates program is professional, fully dedicated and profitable.

For the first time since we started this business, I feel we finally found in KowaBunga! a partner committed to our success.

**Carlos**  
*Kitchen Universe*