



## **PHOTOS / MEDIA AVAILABLE: Businesses Eyeing Profitable Directions Mark Top Affiliate Challenge For Top Candidates**

For Immediate Release

LINCOLN, Neb./EWorldWire/March 27, 2008 --- Why someone would choose Lincoln, Nebraska, over other big city venues as the backdrop for an assembly of affiliate marketers might at first blush seem somewhat of an accident, but for a reality competition targeting the best of affiliate marketing, the thriving business metropolis is a well-suited selection. Nearly dead center of the contiguous United States, Lincoln is where a dozen brazen men and women will converge in July to prove their business agility and personal acumen in a competition entitled, Top Affiliate Challenge (<http://www.topaffiliatechallenge.com>).

The flourishing oasis is a fitting backdrop to host revered affiliate marketing gurus and masters at cracking open profitable business ventures on the online stage - John Know-How Chow, Jeremy ShoeMoney Schoemaker and Ken Mogul McArthur. The trio will each be leading a team of affiliate marketing hopefuls who take center stage to cast their lines in the quest to be named the best of the best in the affiliate marketing business.

No less than the best will suffice in a competition where boasting entrepreneurial hopefuls stand to be gauged on poise, passion and pizzazz. The affiliate marketing experts, enthusiastic about the matchup, declared:

"Whoever is going to be on my team better be ready to do what it takes to win, because that is all I know how to do. I am very excited to be a part of this competition. Good luck, other coaches!" Jeremy Schoemaker

"The biggest thing I'm looking forward to is kicking Shoemoney's butt! He beat me in our last competition by cheating, and I'm looking for revenge!" John Chow

"I'm absolutely thrilled to be asked to participate in Top Affiliate Challenge, the Web's first real-time reality program. I've been involved in affiliate marketing and joint ventures since the dark ages of the Internet, and I've been championing the philosophy that partnerships and collaboration build value for everyone for years, so this show is a perfect chance to prove that when great people get together they can do some amazing things. Jeremy Schoemaker and John Chow are great competitors, but this old guy still has a few tricks up his sleeve, so hang onto your seats!" Ken McArthur

Over the course of the 14-episode broadcast, organizer Thor Schrock - with his own lengthy list of business successes and a former runner-up in The Next Internet Millionaire competition, projects over a million viewers will tune in to witness the live, real-time crusade of the contestants. Auditions are submitted at the Top Affiliate Challenge site and presented online for public voting. "To make it to the final few, candidates will need to spread the word about their participation effectively," said Schrock. "The deadline is looming, and clearly the early entries stand the greatest chance, because they'll have sufficient lead time to build buzz about their entry. The most obvious gauge of individual skill will be each person's ability to bring in the votes."

Sponsorship for the competition stems from wide-ranging industries: from Wrights Jewelers - the custom Top Affiliate Challenge ring crafter, to Azooogle, CPA Empire and Pepperjam. Businesses interested in sponsorship

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may contact Thor Schrock at 402-212-5393 or email at [service@topaffiliatechallenge.com](mailto:service@topaffiliatechallenge.com).

To learn more about the details of the competition, visit '<http://www.topaffiliatechallenge.com>'.

MEDIA: To schedule interviews with contestants, contact Thor Schrock at 402-212-5393.

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