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CONTACT:

Cathy Groves
DRI DUCK Traders
913-234-6235
913-234-6280 fax
cgroves@driducktraders.com
www.driducktraders.com

INNOVATIVE WORKWEAR AND ACTIVE APPAREL E-TAILER LAUNCHES AFFILIATE PROGRAM

Overland Park, Kansas, September 2008-DRI DUCK, new to the online retail space, aims to drive sales and socialize their brand through the introduction and launch of a new affiliate program. DRI DUCK is a specialty e-Tailer providing innovative and quality workwear and active apparel for adventure-driven outdoorsmen with day jobs.

DRI DUCK's recent launch of their new online store and redesigned website laid the foundation for the affiliate program's debut. The program offers a competitive commission package loaded with key merchant benefits, including the instant gratification of a cash payout upon a merchant's first sale.

DRI DUCK's commitment to the affiliate marketing sales channel highlights the company's integrity and goals in this medium. They are dedicated to the process of recruiting valuable merchants to join their program in the Share-A-Sale network.

Affiliate Marketing is more what you make of it than a lucky strike. You have to give careful consideration on both sides of the affiliate fence – the merchant and the affiliate. Does this product/service make sense for my site as a merchant? Does this merchant site help my sales efforts as an affiliate? Is the commission structure adequate, is it a reputable company? Will I make enough money? Both parties need to ask those questions of each other.

Through all the clutter of affiliates in the market today, some big name brands do rise to the top. But some smaller, lesser known brands can be the key to what a site's customers really want: a hidden gem.

Let me introduce you to the DRI DUCK brand, where product innovation and a "what's next" mentality breeds the next generation of products that are continuously underfoot in their Overland Park, Kansas headquarters. DRI DUCK's commitment to their new affiliate program is exciting, but more importantly, it's healthy to the viability of the channel and to the merchants who sign up for it. They are dedicated to the process and have incorporated key internal resources to manage, monitor and strategically build the program from the ground up. They expect to create a diverse merchant population including content-based niche sites, as well as e-commerce driven shopping sites. And, the merchant eco-system will thrive under the direction of a newly assigned, dedicated Affiliate Manager.

For more information or to sign up as an affiliate, visit www.driducktraders.com/affiliate.

ABOUT DRI DUCK TRADERS – DRI DUCK Traders is an apparel company specializing in clothing for the active worker and outdoor enthusiast. Their product line consists of a full range of jackets and headwear created with appearance and performance in mind. Their parent company, Design Resources, Inc., is a world-class product development company specializing in the design, sourcing and importing of quality apparel.

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