

## THE JAR GROUP'S DIRECTOR OF PERFORMANCE MARKETING DONNA MCCARTHY SERVES ON LINKSHARE OPM ADVISORY BOARD

### FOR IMMEDIATE RELEASE

New York, NY 02/16/10 — Donna McCarthy, Director of Performance Management at The JAR Group, was invited to serve as a pioneer member of the LinkShare Outsource Program Management (OPM) Advisory Board and participate in a panel discussion during last month's [LinkShare Symposium West](#). This distinct honor comes at a time when The JAR Group, an [online marketing agency](#) based in Brooklyn, NY, has been rapidly expanding its affiliate marketing business sector.

2010 marks the inception of the LinkShare OPM Advisory Board, a forum for thought leaders in the space to discuss evolving trends and technology in the affiliate industry. Ms. McCarthy was a natural candidate for the board, as she has specialized in the affiliate marketing channel for the past 5 years and has received numerous honors and awards, including the LinkShare Golden Link award for Best Overall Distribution Strategy and a LinkShare Deal-Maker Merchant Award.

Donna McCarthy says of her experience on the OPM Advisory Board, "I was amazed at the level of brainpower in the room. And it was quite an honor to be surrounded by people that I know and respect as industry leaders. I applaud LinkShare for recognizing the value of agencies and OPMs and embracing them."

"Donna plays an integral role to our affiliate marketing service offering and to our leadership team," said A.J. Lawrence, CEO of The JAR Group. "Her performance-based marketing experience and her grasp of current and emerging affiliate marketing trends brings invaluable direction to our clients and to our team. LinkShare could not have asked a smarter person to be on the OPM Advisory Board."

Debbie Bookstaber, the V.P. of Strategy at The JAR Group, has also recently been in the affiliate industry spotlight. In December, Ms. Bookstaber headed to Los Angeles to present at Affiliate Marketing Convention, a 2-day conference focusing on how to optimize and improve affiliate marketing business. As a panelist on the topic "Affiliate Marketing and Social Media," she presented valuable insights about [social media best practices for affiliate marketing](#).

The JAR Group affiliate marketing team has also recently acquired new talent with the hiring of expert online marketer Aprile Parella. In her new role, Ms. Parella will serve as Performance Marketing Manager for The JAR Group's [Outsource Program Management services](#). Prior to joining The JAR Group, Ms. Parella managed multimillion dollar affiliate programs for industry giants in the financial sector such as JP Morgan Chase and Bank One.

Coinciding with the expansion of The JAR Group's affiliate marketing team comes the announcement that The JAR Group will be opening a second office location this month in South New Jersey

"We are very excited that we are growing and expanding our services," says CEO A.J. Lawrence. "The New Jersey office will allow us to tap into the Philadelphia and Wilmington markets, as well as continue serving the Tri-state region. Our JAR NJ South office will help us to better meet the future needs of clients.

### **About The JAR Group:**

The JAR Group's affiliate marketing services leverage the expertise of search marketing, display advertising and web publishing pros to maximize their client's marketing budget and extend your marketing program. With their deep understanding of interactive marketing and long-standing industry relationships, The JAR Group designs effective affiliate programs that yield clicks and sales. To inquire about The JAR Group's [Affiliate Marketing Services](#), call The JAR Group at 646.290.8659.

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