

## **Sellit Unveils Featured Application on Ning, the Social Platform for Interests and Passions Online**

*With Sellit, Ning Apps Empower Ning Networks with Even More Flexibility and Customization to Support Interests and Passions Online*

(Phoenix, AZ – September 10, 2009) – Sellit.com today announced it is launching as a featured application on Ning, the social platform for interests and passions online. By joining forces with Ning, Sellit e-commerce capability is now available to more than 1.5 million Ning Networks and 33 million Ning Network members. Ning Network Creators now have even greater choice over the features and applications they can add to Ning Networks to create the perfect social experience for a given topic, interest or passion. Today, Ning Apps are available for e-commerce, information, education, causes and entertainment. To see Sellit, please visit the Ning Apps Directory: <http://about.ning.com/ningapps>

Sellit does not re-invent the e-commerce wheel by demanding yet another storefront set-up or design. Instead, it allows merchants or shopkeeper's to instantly plug-in their existing store solution to get started. Ning Apps extend the Ning Platform by providing more than 90 new diverse and rich applications like Sellit for Ning Network Creators. With Ning Apps, a Ning Network Creator can now add Sellit to expand the functionality of their Ning Network and increase engagement by their members.

"We're very excited to launch Sellit as the exclusive and featured e-commerce application on Ning," says Josh Manley, President. "Developing for Ning and participating in the beta was an exciting process that will provide a seamless bridge between e-commerce and Ning networks. The team at Ning has been nothing short of excellent and a pleasure to work with."

Sellit, the first Social Media Marketing Platform designed for merchants connects e-merchants with consumers through multiple channels while managing all of their shop's Social Media marketing from one location, including social networks, microblogs and targeted searches.

The Ning Platform provides a new way for Sellit to reach more people, faster. Rather than being added by individual members, when a Ning Network Creator adds Sellit to their Ning Network, by default the store created is available to all members automatically, regardless of whether a Ning Network has 100, 1,000 or 1 million members.

"Ning is committed to being the social platform for the world's interests and passions," said Jay Parikh, senior vice president of product engineering. "Sellit is a great example of the innovative and creative set of diverse features Ning Apps offer the more than 33 million members of Ning Networks today."

Sellit enables online merchants to drive significantly more traffic to their stores than through traditional marketing/advertising methods. Using one interface, users have the ability to turn their storefronts into mini-shops that can be shared across the Web, advertised throughout the Sellit advertising network and broadcast across all social media outlets. The platform takes minutes to set up and is now available for all Yahoo! Merchant Solutions customers, Etsy and CafePress users and is a featured application on the Ning network.

Sellit is privately held and based in Phoenix, AZ. More information: Katie Fox at [press@sellit.com](mailto:press@sellit.com)