

First marketing pros attend SiteTalk prelaunch in Detroit

Nexxar, Malta June 11, 2014 – [Global Digital Services PLC \(ECM:STC\)](#), owner of [SiteTalk.com](#), one of the world's fastest growing Social Networking Platforms with more than 15,000,000 Members, hosted a pre-launch event for the first marketing professionals in Detroit, USA on June 7th, 2014. The event was a part of SiteTalk's ongoing push into the US Social Networking sector and will be followed by the Company's first official "SiteTalk Day" event on August 16th/17th, 2014.

The strategy behind these and other marketing events is a deliberate and carefully planned path to growth for the Company, the ultimate goal of which is to launch into the US market with a product ready for mass consumption by the largest consumer market in the world. This will involve a series of training webinars leading up to SiteTalk Day, to bring the US marketing team up to speed on how to attract individuals and US business to SiteTalk's Deals, SiteTalk Cashback and SiteTalk Shop.

Attendees at the Detroit event reported being particularly excited about the SiteTalk Cashback system, due to be launched in July 2014.

The Cashback system will reward participants for shopping online at any of 15,000 participating shops with Cashback. The Cashback percentage varies depending on the individual store, and this percentage is displayed during the purchase process). Cashback will be automatically added to the SiteTalker's "Cashback". Importantly, participating SiteTalkers will also receive *an additional 10% Cashback* of the Cashback earned by the Members they have invited to SiteTalk.

Watch a video preview of the Cashback system here: <https://www.youtube.com/watch?v=sld6UlXInXU>

"The beautiful thing about this is that we're not changing anybody's habits," explained Frank Ricketts, Managing Director of SiteTalk Community Inc. "Anyone who is shopping at Amazon.com, Expedia.com, Apple.com or wherever, just carries on doing that. As a SiteTalker, you download the plug-in once—it takes 60 seconds—and when you go shopping on any of these 15,000 websites, at any time in the future, these companies recognize that you are a SiteTalker and give you your Cashback appropriately. It's that simple."

Cashback is one of the best examples to date of how SiteTalk is different from other Social Networking websites, and how it has successfully monetized the Social Networking experience. SiteTalk is an evolution of the Social Networking experience in the sense that it is equally a business opportunity platform *and* a Social Networking platform. Every SiteTalker has an equal opportunity to profit from both the social as well as the business aspects of the

website by taking part in the Star Club, the Cashback system or by activating their free OPN membership.

Find out more at www.sitetalk.com

About Global Digital Services PLC

Global Digital Services PLC trades on the [Cyprus Stock Exchange's Emerging Companies Market under the symbol STC](#). SiteTalk Community Inc. became a wholly owned subsidiary of GDS pursuant to a transaction that closed on July 30, 2013. Presently, Global Digital Services PLC's sole asset is SiteTalk Community Inc., a multi-functional and multi-lingual social networking platform that enables Members to connect, communicate and create business opportunities.

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